26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 17, 1956 35¢ PER COPY

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A DOLLAR

will go a long way these days on WHO Radio!

Take 8 a.m. to 12 noon as an example . . .

When you consider what's happened to the purchasing power of the dollar, it's mighty impressive to see what a buck will still buy in national spot radio — *especially WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual *listening* homes.

That's 1,136 homes for a dollar, or 1,000 homes for $.88 — ALL LISTENING TO WHO!

That's the rock-bottom minimum. Over and above this proven audience, 50,000-watt WHO is heard by hundreds of thousands of *unmeasured* listeners, both in and outside Iowa. Bonus includes Iowa's 573,000 car radios and 527,000 extra home sets — plus vast audience in "Iowa Plus"!

Let your PGW Colonel give you all the facts on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

The antlers of the American Moose has been known to measure 17 and more hands across, and is one of the largest and most powerful of all hooted mammals.

Without question, the best engineer in the animal kingdom, the Busy Beaver, with his ability to cut down trees of more than 17 inches in diameter, transport them up or down stream by a well trained staff of co-workers, build communication lodges, and millions of acres of pasture lands, has an intelligence akin to WBRE-TV's unique community service to the people of "Hill Country", U.S.A.

It is a Zoological fact that the height of a Giraffe from the bottom of its front feet to the top of its head has towered 17 feet and more . . . the better to reach the choice tender leaves.

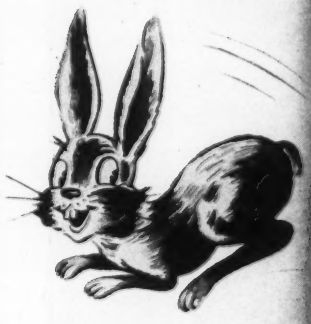
NOT SEVENTEEN . . . 18

National and Regional Advertisers are now getting WBRE—TV'S 17 COUNTY COVERAGE

Powerhouse of the animal kingdom is the Rhinocerous who can cover ground at the amazing speed of 200 yards in less than 17 seconds.

As a Basic NBC-TV Station, you know of course, that WBRE-TV carries every NBC Network show to this big 17 County area comprised of office, factory, mining, industrial and agricultural wage earners. But, look at this list of eighteen consistent regional and national "show sponsors" during the past 12-months and you'll get some idea why WBRE-TV is your best buy in Northeastern Pennsylvania:

"Stage 7". . . Chef Boy ArDee; "Man Called X". . . Stegmaier Beer; "Golden Playhouse". . . Esso Standard Oil Co.; "Guy Lombardo". . . Wise Potato Chips; "Badge 714". . . National Bohemian Beer and Top Value Trading Stamps; "Susie". . . Susquehanna Frozen Foods and Savarin Coffee; "Science Fiction Theatre". . . LaRosa Spaghetti and Gentleman Janitor; "Dr. Hudson's Secret Journal". . . Wilson Packing Co.; "Highway Patrol". . . Ballantine Beer; "I Spy". . . Raker Paint Co.; "Crunch and Des". . . Utica Club Beer; "Stars of Grand Ol Opry". . . Pillsbury Mills; "Heart of the City". . . Betterhouse, Inc.; "Little Rascals". . . Bosco and Clark Bars.



The Jack Rabbit or Antilope Hare is one of the worlds speediest mammals . . . it can leap 17 feet without effort.

Today there are 17 or more kinds of Zebra, with stripes of varying widths and colors. Very confusing to the eye, making them least attractive of all four hooted animals.

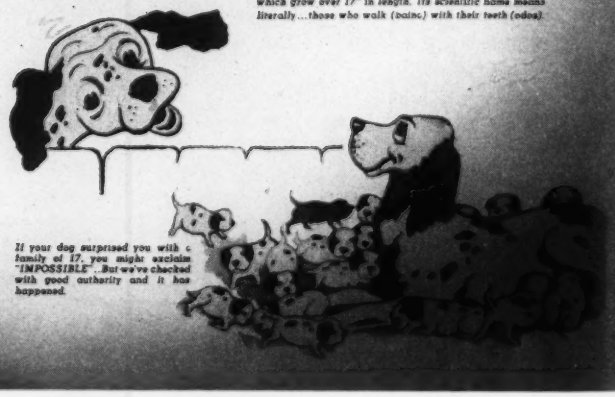
AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.

*The Walrus is prized for the ivory in its upper tusks which grow over 17" in length. Its scientific name means literally . . . those who walk (bains) with their teeth (odos).

JUMBO . . . the world's most famous elephant was a male African Loxodon, largest living mammal. Weighing 7 tons, he was 14 feet long and measured 17 feet around the middle. **JUMBO** . . . was big and powerful and learned to understand human speech. Phineas T. Barnum considered **JUMBO** the best advertising attraction for The Greatest Show on Earth.



If your dog surprised you with a family of 17, you might exclaim "IMPOSSIBLE". But we've checked with good authority and it has happened.

KRNT-TV

DES MOINES TELEVISION - CHANNEL 8 IN IOWA

FULL POWER
FULL COVERAGE

CBS TELEVISION

A COWLES OPERATION

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

LEADER in Des Moines TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV's 52-COUNTY MARKET HAS

32% OF ALL THE TV SETS IN TEXAS – PLUS THOSE IN 5 OKLAHOMA COUNTIES

Television set count from Television Magazine Market Book, August, 1956 — other market data from Sales Management, May 10, 1956.

Almost one-third of all the TV sets in Texas are in the vast 52-county KRLD-TV market. When you add the sets in the 5 Oklahoma counties, within this area, you find a total of 558,410 sets. 2,616,300 people reside here and have annual effective buying income of $3,885,816,000.00. To sell this wealthy, densely populated, southwestern market, any advertiser must FIRST look to KRLD-TV, Channel 4, Dallas, as the basic, primary advertising medium. KRLD-TV, telecasting with MAXIMUM POWER from the top of Texas' tallest tower, *gives you more coverage than any other Texas TV station.*

The Biggest Buy in the Biggest Market in the Biggest State

KRLD-TV Channel 4 Dallas

TEXAS' TALLEST TOWER - 1521 FEET

Owners & operators of KRLD — the only full-time 50,000 watt radio station in the Dallas-Fort Worth area — The Dallas Times Herald Station, Herald Square, Dallas.

JOHN W. RUNYON — *Chairman of the Board*
CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit

IN AGAIN, OUT AGAIN • Word Friday was that Harry M. Bitner Sr., president of Consolidated Television & Radio Broadcasters Inc. had rejected both bids of Time Inc. for his major station group, largely because of conditions in proposal which would have affected net price, reportedly in neighborhood of $17 million for entire package. But Weston C. Pullen, Time Inc. vice president, was to visit Mr. Bitner at his winter home in Delray, Fla., over weekend in hope of settling difficulty (see early story page 44).

B•T

NEW pressure to settle formula for release of post-1948 feature films to tv is coming from membership of guilds whose negotiators are at odds with producers. Creative talent is itching to jingle extra tv money in pocket now that it's in sight. Latest suggestion for easy formula is to adhere to various percentages each guild received when respective film was made, since breakdown is available. Only hitch: producers want right to first recover production losses from tv income since it's open secret that three out of every four features made since 1948 lost money at box office. (For detailed situation report of film vs. live controversy, see page 27.)

B•T

AMST DIRECTOR • Lester W. Lindow, vice president-general manager, WFDF Flint, has been offered executive directorship of Assn. of Maximum Service Telecasters. If he accepts, it's presumed he would take leave of absence from Bitner organization about Feb. 1. AMST headquarters will be established in Washington and executive director would coordinate activity, including $100,000-plus tv coverage survey. Formal announcement of appointment could be made this week by Jack Harris, KPRC-AM-TV Houston, president of AMST.

B•T

MR. LINDOW, it's understood, was unanimous choice of AMST selection committee and board members who attended NBC 30th anniversary convention in Miami Beach last week. He is chairman of NBC Radio Affiliates Executive Committee and during war was chief of radio-tv bureau of Dept. of Army. He is Army active reserve lieutenant colonel.

B•T

ADVANCE WARNING • Despite reports to contrary, RCA-NBC attorneys were familiar with plan of Justice Dept.'s Antitrust Division to file its antitrust suit on NBC-Westinghouse transaction [B•T, Dec. 10]. Asst. Attorney General Victor Hansen advised NBC counsel of plan some days in advance, but consent decree prospects were not discussed.

AS FAR as Antitrust Division is concerned, there is no plan to file criminal proceedings against RCA-NBC in Westinghouse swap transaction. That was decided, it is presumed, when conclusion was reached to file civil rather than criminal proceeding.

B•T

IN FCC'S FUTURE? • Name of Samuel Leonard Golan may figure in communications regulatory horoscope. Since 1953 U. S. member of International Boundary Commission (U. S., Alaska and Canada), he reportedly has strong GOP endorsement for next vacancy on FCC to which he aspires. Background: Chicago born (March 15, 1899); law degree from Northwestern U.; practiced law in Chicago; special assistant corporation counsel, Chicago, 1927-31; chairman Board of Review, Dept. of Labor, Illinois, 1940-48; Republican nominee for Congress, 1928; Republican nominee for judge of Circuit Court, Cook County, 1932; special assistant, Republican National Committee; assistant to chairman, Republican County Central Committee, 1952.

B•T

MR. GOLAN reportedly was considered for FCC vacancy couple of years ago. Customarily, after national election, resignations occur on governmental agencies, but so far only speculation regarding FCC has been possible retirement of Chairman George C. McConnaughey to return to private law practice in Ohio and possibly Washington. Chairman, however, has indicated no decision will be reached by him until after holidays [CLOSED CIRCUIT, *Dec. 10*].

B•T

RADIO LINE COSTS • Affiliate resistance to telephone line charges for network radio appears to be taking shape as chain broadcasting enters third decade. Without benefit of publicity, special NARTB Radio Tariff Transmission Committee met Thursday in Chicago to work out ways of meeting problem. Radio affiliates are encouraged by success of parallel tv committee, which has held line on video transmission tariffs.

B•T

PUT down as false rumors that Herb Akerberg, CBS-TV vice president in charge of station relations, has any intentions of joining another network. Contrary to talk which circulated last week, Mr. Akerberg —27-year veteran with CBS—has received no offers from other network and indeed wants none. He feels stronge sense of responsibility to CBS-TV affiliates and says he would never consider trying to encourage any one of them to follow him to any other network.

OUTSIDE THE CLAN • There's move afoot to develop NARTB convention keynote award into major national honor, extending scope of project to include persons outside broadcasting who have made outstanding contribution to industry. Past awards have gone to broadcast figures. NARTB's keynote subcommittee understood to have drafted plan for submission to association's board of directors at February meeting.

B•T

IT'S ALL but settled that film producers and distributors will join NARTB television code structure as affiliates. Arrangements between NARTB Tv Code Review Board and Alliance of Tv Film Producers are just about wrapped up and joint announcement of agreement is expected soon.

B•T

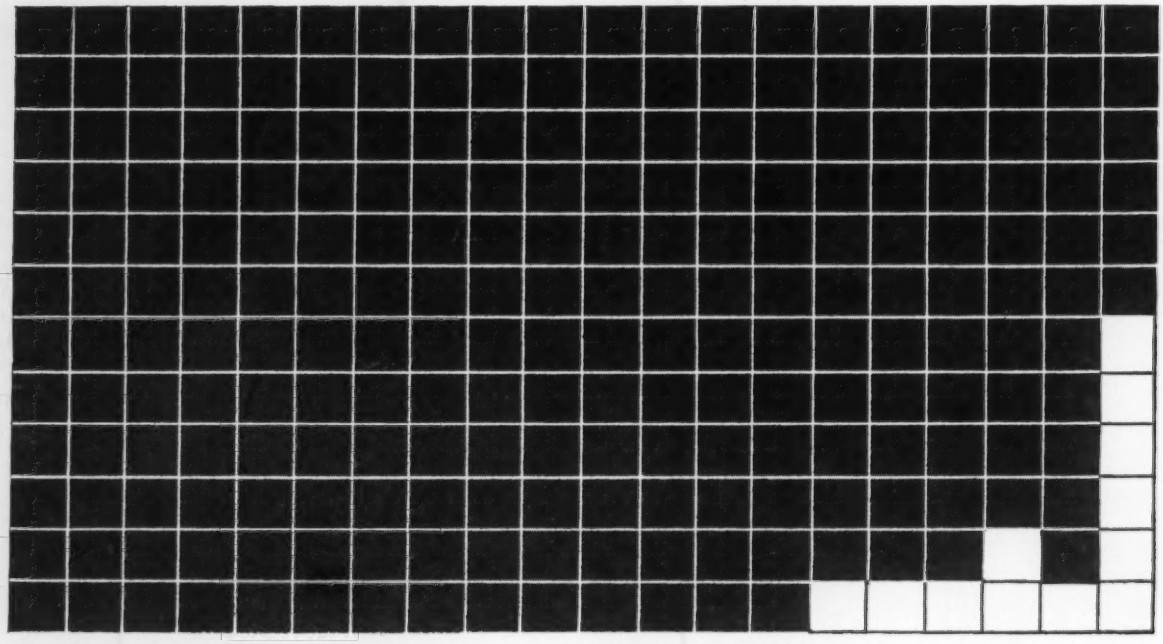
DERELICTS IN SKY • First draft of proposed legislation to insure continuance of proper lighting and painting of abandoned radio-tv towers has been drawn up by FCC and submitted to Bureau of the Budget for coordination among other government agencies. Not decided yet is which government agency will be responsible for carrying out law, if enacted. At present nobody is responsible for abandoned towers. This was one point which won unanimous agreement among members of working group of Joint Industry Government Tall Structures Committee which drew up proposed solutions to some of the vexing tall tower problems. JIGTSC still trying to come to some decision regarding criteria for deciding whether applicants must site towers in antenna "farms" or other built up areas.

B•T

BEST guess is that FCC will reopen decade-old clear channel case—probably after first of year—for taking additional testimony, with ultimate disposition to come shortly thereafter. At issue is whether to open way for power beyond 50 kw on any or all of present 24 Class 1-A (fully clear) channels, or permit up to 750 kw power on certain centrally-located clears for which there may be demand. In latter event, disposition seems to be to reduce coastal channel to 1-B status, permitting duplication on opposite coast.

B•T

PEN IN HAND • All clearances were obtained late Friday for signing of U. S.-Mexico treaty on use of standard broadcast frequencies, and FCC Comr. Rosel H. Hyde was poised to fly to Mexico City, where formal signing of treaty will take place this week, it is hoped. Bilateral treaty, which will have to be ratified by U. S. Senate, will take place of new NARBA treaty—since Mexico refused to join other North American countries in agreeing to overall settlements. NARBA treaty is still awaiting Senate ratification.



Latest Omaha Pulse* Reveals: Except for these 12¼ ↑ hours, KOWH IS FIRST IN EVERY DAYTIME QUARTER HOUR

No matter who asks the question in OMAHA the answer is KOWH

And even those 12 ¼ hours find KOWH a close second. Think of it—232 out of 240 weekly quarters—more evidence, added to previous figures, of KOWH's decisive dominance of Omaha Radio.

Hooper shows KOWH far, far out in front, too.

So does Trendex, which gives KOWH top spot in every time period!

This is the kind of market-dominance which Storz Station ideas, programming and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too. Ask the Adam Young man, or General Manager Virgil Sharpe for details.

KOWH
OMAHA

** Pulse, September 1956, 7 a.m.—5 p.m., Mon.-Sat. In and out of home.*

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ
President

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co. | *Represented by Adam Young Inc.*

at deadline

SARNOFFS OF NBC TELL AFFILIATES OF PLANS TO PUT NETWORKS ON TOP

SARNOFFS, father David and son Robert, told NBC's affiliates at closing session of 30th anniversary celebration in Miami Friday of ambitious plans to make NBC tv and radio No. 1 in all aspects. And Gen. Sarnoff said NBC would not take government antitrust suit or any other future action "lying down." (See earlier story page 60.)

After Bob Sarnoff, NBC president, at morning briefing session had told of plans for new team to regain and retain leadership, Gen David Sarnoff, chairman of parent RCA, in extemporaneous address, warned against making television "a national screen, just as some radio stations have become a national phonograph" through replacement of live programming with feature film.

In talks reminiscent of his famous 1947 Atlantic City speech in which he implored affiliates to enter tv, he said that 10 years hence color would be as universal as black and white. He answered stories of Bob Sarnoff's move "upstairs" and explained forthrightly his philosophy of father-son business relationship, asserting that parents have no right to "stand in the way" of their children. He praised "with pardonable parental pride" job Bob has done with NBC and said Bob had told him he hoped to stay with NBC "without date and without limit."

Gen Sarnoff made four main points. Alluding to attention being given by government agencies to network operations and particularly antitrust suit on Westinghouse-NBC swap, he said this is "only symbolic of present effort to investigate and to ventilate the networks" and that involved is possible new legislation which evidently would be designed "to give solace to the have-nots and the Johnny-come-latelys." Mentioned as figuring in this effort were the motion picture industry and "other forces."

"We do not propose to take it lying down or to compromise the situation as has been indicated," he said. RCA-NBC will have their day in court on the Westinghouse matter, he said, asking "is it conceivable that the powerful Dept. of Justice should accuse RCA and NBC of pushing a competitor around?"

Strongly emphasizing film vs. live tv, Gen. Sarnoff warned against short range view of simply making more money with film than with live. He said that film reservoirs would be exhausted in couple of years and that return to live would be indicated, but he inferred that then it might be too late.

While color sales were not as great as expected this year, he predicted that 1957 would see color get off ground and said other manufacturers would follow RCA's leadership in color. On programs, he said NBC always has been No. 1 in program quality but not in program popularity.

Gen. Sarnoff said NBC has its best and most complete organization in years and that there is no foundation to gossip about further impending changes. He said Robert Kintner, former ABC president who joins NBC next month as an executive vice president, will have his first assignment in color but that he will not be limited to it. He called him "a splendid piece of manpower" and told how he was retained. He said Bob Sarnoff put the question to his executive board and that they voted unanimously for Mr. Kintner. He gave Mr. Kintner credit for ABC's success.

What's ahead in NBC was subject of briefing session presided over Friday morning by Bob Sarnoff and attended by practically all affiliates and network staff executives. On radio, he asked for clearances for on-hour "hot line" news, pointing out that he recognized difficulty in shifting schedules. But without clearances "we don't have a network and with no network, we're not in business," he said.

Joe Culligan, vice president in charge of radio network, said "hot line" news means $4 million in revenue. Bristol-Myers has contracted for $2.1 million for half of newscasts to begin Jan. 14. He hoped to have second sponsor lined up in few days but said program would not be sold to more than four accounts.

Contrary to reports, he said 120 stations have accepted "hot line" on Jan. 14 or later when clearances can be made. Not one station has said no, although some have problems.

Revitalized network plan involves appointing string correspondents at each of network's 197 affiliated stations to supplement regular staff. They will be fully accredited and indoctrinated in New York to improve stature and prestige.

Opening tv forum, Bob Sarnoff said NBC now is ahead of CBS on ratings in two or three time categories and soon hoped to lead in all.

Evening programming's most troublesome area is 7:30-8. He said news strip will be moved ahead of 7:30 by next fall if not sooner.

On DST problem, he said hope that Ampex video tape recording would be available on production basis has faded. If pre-production models are satisfactory, VTR's will be used, supplemented by kines. He said many new things are in works but there will be some shifts and some replacements next season, lamenting that some of 11 new programs started this season had not fared too well.

Winding up session, Bob Sarnoff said that daytime sales constitute big competitive problem but that gap is being closed. In evening, programming is big problem but he pointed out that differential in sponsored hours between CBS and NBC now is down to five per week, smallest in four years.

JUDICIAL REVERSAL

CALIFORNIA State Bar Assn. may soon swallow own medicine in forbidding radio-tv court coverage through Canon 35. Wm. P. Gray, president of Los Angeles City & County Bar Assn., has written Jack Beck, news director of KNX there and Columbia Pacific Radio Network, to preserve tapes of coverage of House Un-American Activities Committee hearing fortnight ago since it may be only evidence whereby local and state bar groups can base prospective investigation of manner in which attorneys were forcibly evicted from hearing room. Issue of counsels' rights is involved and radio may save day. Asked why he wanted tape rather than written transcripts of hearings, Mr. Gray said written version does not tell whole story. Mr. Beck will save tapes. [See B•T, Sept. 24 and page 52 this issue].

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

ASPIRIN CAMPAIGN • Plough Inc. (St. Joseph aspirin), Memphis, Tenn., preparing radio spot announcement schedule to start in 1957. Agency: Lake-Spiro-Shurman, N. Y.

BUFFERIN BUSINESS • Bristol-Myers Co. (Bufferin pain relief tablets), N. Y., plans radio-tv campaign in unspecified markets throughout nation to start sometime in January for undetermined number of weeks. Agency: Young & Rubicam, N. Y.

QUICK IN MARKET • Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., N. Y., for Richard Hudnut Quick home permanent planning radio-tv spot campaign in approximately 50 radio markets and 15 tv markets, radio starting Jan. 7, television Jan. 1, for approximately 11 to 13 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

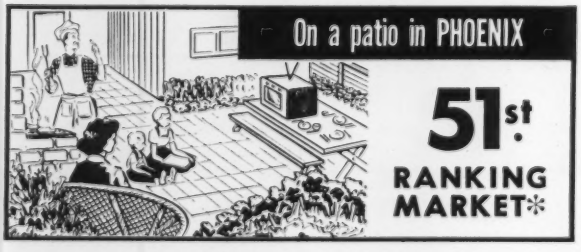
SPRY BUY • Lever Bros. (Spry Shortening), N. Y., placing spot radio campaign in 44 markets starting Jan. 14 and running for 10 weeks. Kenyon & Eckhardt, N. Y., is agency.

OUTDOOR SERIES • Louis de Rochement Assoc., N. Y., understood to have completed first multi-market sale on new *Field and Stream* 15-minute tv film series to Genesee Brewing Co., Rochester, N. Y., for showing in Buffalo, Rochester, Syracuse, Binghamton, Watertown, Plattsburgh, Utica and Schenectady, starting in March. Series was produced in color by *Field and Stream* magazine with Robert McCahon as writer-director. Agency: Rogers & Porter Adv., Rochester, N. Y.

HIT PARADE EXTRAS • American Tobacco Co. (Hit Parade Cigarettes), N. Y., which started spot schedule on West Coast in mid-October and has expanded eastward, is adding 25 radio and 25 television markets for 13 weeks, effective Jan. 2. BBDO, N. Y., is agency.

NBC Affiliate Directors Named

SIX new members of NBC Tv Affiliates Boards, to fill vacancies, were elected at session in Miami Beach Friday. Elected to Tv Executive Basic Affiliate Board were Ewing C. Kelly, KCRA-TV Sacramento; Ralph Evans, WHO-TV Des Moines, WOC-TV Davenport; John DeWitt, WSM-TV Nashville. Elected to Executive Optional Affiliate Board were Harold Essex, WSJS-TV Winston-Salem, N. C.; Joe Floyd, KELO-TV Sioux Falls, S. D.; Joe Bryant, KCBD-TV Lubbock.



*Total Dollar Volume Retail Sales, Metropolitan County Areas, Sales Management, May 10, 1956

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

FIRST RETURNS FROM NEW NIELSEN CAUSE ALARM AMONG RADIO INTERESTS

COMPLAINTS were mounting last week against showings of seemingly marked declines in individual radio station audiences in A. C. Nielsen Co.'s new Nielsen Coverage Service (NCS) Report No. 2, with indications Friday that organized protests are in process of development.

Station sources said that compared to NCS No. 1 reports four years ago, NCS No. 2 reports for some stations show drop-offs ranging as high as 70 or 75%—in extreme cases—in number of listeners tuning once a week or oftener during nighttime hours, and that declines up to 30% or more are reflected in similar data on daytime tuning.

These represented relatively few reports, however, since distribution to subscriber stations started only fortnight ago and, as of last week, no one authority had seen more than a handful—half-dozen, say, at most. Thus authorities agreed it was too early to determine whether such declines would be found in NCS reports generally—though they obviously were apprehensive.

Station representatives were reluctant to discuss situation in detail until more reports are available, but Ward Dorrell, vice president and director of research for John Blair & Co., acknowledged under questioning that "we have some reservations about them." He also indicated Blair may challenge effectiveness of interviews in which NCS No. 2 radio data were collected, on ground that it apparently is same technique used in 1952 even though character of radio listening has changed markedly since that time.

No longer, Mr. Dorrell pointed out, does radio programming have that "single program identity" which existed in 1952 when Jack Benny and other big name programs could swell totals for "once-a-week" listening. Today's dominant fare of music, news and service programs gets listenership, but its unspectacular nature makes it more likely that occasional listeners will fail to mention specific tuning unless interview technique was adapted to fit these new patterns, he asserted.

Nielsen officials declined specific comment, but it's known their position is that they undertook NCS No. 2 upon assurances from both buyers and sellers of time that *current* coverage information is needed; that they realized that obvious but not necessarily valid comparisons inevitably would be drawn with 1952 data, but that 1952 is history and not basis for 1956 buying and selling. They also declined to give "composite" or "average" figures, pointing out that NCS No. 2 is measurement of individual stations, that stations' coverage is affected by many factors, and that composite averages would be academic and have little practical value.

Agencies as yet have not received NCS No. 2, so their interpretations and plans for its use cannot yet be determined. Station people who have studied reports appear agreed that, as Nielsen also feels, they must be used as indication of radio coverage as it exists today, and that comparisons with 1952 could be seriously misleading. They know—and can document—radio's selling power, and they're hopeful advertisers and agencies will not allow themselves to become misled by meaningless comparisons in which they might lose sight of radio's size and effectiveness as it exists today.

Station Representatives Assn. plans early meetings with Radio Advertising Bureau and American Assn. of Advertising Agencies in effort to promote uniformity in interpretation of NCS material (Story page 90).

Aubrey Named to Direct ABC-TV Programming, Talent

JAMES T. AUBREY JR., who has resigned as manager of network programs for CBS-TV in Hollywood, will head ABC-TV's programming and talent, Oliver Treyz, vice president in charge of ABC-TV, is to announce today (Mon.). Mr. Aubrey, who succeeds Robert F. Lewine, now with NBC's tv program department [AT DEADLINE, Dec. 3], will be proposed for vice presidency at next board meeting of American Broadcasting-Paramount Theatres, ABC's parent.

He had been associated with CBS-TV since 1952, serving as general manager of KNXT (TV) Los Angeles and of Columbia Television Pacific Network.

Stressing end to ABC-TV's search for "the best man to fill the role," Mr. Treyz said Mr. Aubrey's record indicates "promise and potential" to network in "the initiative and leadership in programming vital to its growth and development."

Also being announced are elections of Michael Boland and J. Russell Gavin as assistant treasurers of ABC. Their elections were announced by Simon B. Siegel, treasurer of ABC and AB-PT. Mr. Boland, member of ABC's cost control unit since November 1955, previously had held various budgetary and controlling posts. Mr. Gavin, chief accountant, with ABC since September 1954, formerly had been in ABC's cost control and budget departments.

WJQS to Milner for $75,000

SALE of WJQS Jackson, Miss., by D. W. Gavin and associates to Milner Enterprises Inc. (Dumas Milner) for $75,000 announced Friday. Transaction involving CBS-affiliated station (250 w on 1400 kc) handled by Blackburn-Hamilton Co. Mr. Milner is major south-southwestern area automobile dealer, has major interest in *Jackson State-Times*, among varied other interests. Mr. Gavin owns WCOC Meridian, Miss.

WAOK Sold to Employes

WAOK Atlanta, Ga., has been sold by J. W. Woodruff interests to group of employes for $46,000. Station, operating on 1380 kc with 5 kw, being sold to group headed by L. M. George, president of WAOK Broadcasting Co. Woodruffs own WRBL-AM-TV Columbus and WGPC Albany, both Ga.

PEOPLE

RAYMOND A. RICH, vice president of Philco Corp., Philadelphia, since 1950 and previously in executive posts with General Electric Co., elected president of Avco Mfg. Corp., New York, manufacturer of home equipment and industrial products and parent company of Crosley Broadcasting Corp.

MORTIMER L. BURBANK, 78, board chairman and former president of Outlet Co., Providence, owner of WJAR-AM-TV Providence, died last Thursday at his home in that city.

DON FOOTE, timebuyer at Erwin, Wasey & Co., N. Y., to Young & Rubicam, N. Y., in similiar capacity. Agency also announced retirement effective Dec. 31 of two media buyers, **A. P. PRATT** and **EDWIN BYRNE.** Both worked on General Foods account.

JACK WOOLLEY, manager of CBS Spot Sales, Hollywood, appointed special assistant for public affairs to Secretary of the Navy Charles S. Thomas, effective Dec. 31.

HARRY HESS, CBS-TV supervisor of broadcast film operations, to Dancer-Fitzgerald-Sample, N. Y., as administrative assistant to Norman Mathews, vice president in charge of radio-tv commercial production.

NORMAN MACKAYE elected president of New York branch, Screen Actors Guild, for 1957. Other officers: **PHILIP FOSTER, BOB FITZSIMMONS, TOM SHIRLEY** and **WILLIAM KEENE,** vice presidents; **HAZEL K. MACK,** treasurer, and **JOSEPH S. BELL,** secretary.

JOHN F. ASTENGO, public relations specialist in Los Angeles office of Robinson-Hannagan Assoc., div of Hill & Knowlton, to publicity staff, Hollywood office, Ted Bates & Co.

Small Business Committee Ready To Release Report This Week

HOUSE Small Business Committee, 11-man group headed by Rep. Wright Patman (D-Tex.), is expected to release report on regulatory agencies at end of this week, based on hearings last spring by three-man subcommittee headed by Rep. Joe L. Evins (D-Tenn.).

Small Business Committee on Dec. 3 approved "preliminary draft" published earlier by Rep. Evins [AT DEADLINE, Oct. 22], making considerable changes in Evins draft, although it was understood "substance" of report was not changed greatly.

Committee vote on report has not been disclosed, but it was understood report now is under consideration for possible dissents. Rep. William M. McCulloch (R-Ohio), lone Republican on subcommittee, charged during hearings last spring that Democrat-led unit was engaging in "political fishing expedition."

Evins draft charged monopoly in broadcasting and other industries and recommended measures to remove "centralized power of the "Executive Branch" over Federal agencies, giving Congress complete control over their operation.

Group Files for New Bedford

APPLICATION for ch. 6 New Bedford, Mass., was filed Friday with FCC by hotelman Paul E. Thurlow and associates. Among others in group are Paul B. Mowrey, former (1944-52) national director of tv for ABC, and Roland Hale, assistant general manager, WCOP Boston. Proposal calls for 100 kw radiated power, 1,000 ft. antenna (973.5 above ground). Costs: $582,-180 (construction) and $565,000 (first year operation).

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President

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
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444 Madison Ave., Zone 22, PLaza 5-8355

Editorial
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AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Selma Gersten, Doris Fischoff

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CHICAGO
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MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

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*Reg. U. S. Patent Office

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LEO'S ON TOP IN NEW YORK!
28.4*
The WCBS-TV "Late Show" has long been the New York stay-up-later's favorite... but never before by so fabulous a margin!
Nearly 90% of the late viewers were tuned in to COMMAND DECISION starring Clark Gable at 11:15 P.M. Saturday, December 1... and the TRENDEX hit a high of 28.4... topping its closest competition by more than eleven-to-one!
Never have so many New Yorkers stayed up so late to watch any single television program... but who can resist the mighty M-G-M lion?
WCBS-TV billings are heading for a new high! With exciting new programming from M-G-M, offering more viewers for the advertiser's dollar, the prestige and profit potential of this flagship station are now greater than ever before.
And the story's the same everywhere the M-G-M features are being programmed: higher ratings and billings skyrocketing higher than ever before!
Wait no longer. Inquire today as to the availability of the M-G-M library in your area.
*WCBS-TV TRENDEX Saturday, December 1
MGM-TV
A SERVICE OF LOEW'S INCORPORATED
Write, wire or phone
Charles C. Barry, Vice-president,
1540 Broadway, New York

SALES STORY

There are all kinds, but if you really want to sell Southern California, take heed:

It was **1:15 in the morning,** late in November . . .

Jackson Wheeler was visiting with his KTTV viewers. He interviewed Lease Bussard, International President of the Optimists, who read the Optimist Creed. Jackson invited the "Jackson's Theatre" audience to let him know if they wanted a copy.

Then it happened . . .

KTTV's switchboard was jammed until, **at 2:15 A.M.,** Wheeler suggested that the audience write instead of phoning.

To date, 9,752 requests for the Creed have been received from all over the Southern California area. The place is loaded with optimists (customers, to you).

Yes, Southern California is different, and the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

NATIONAL AUTOMOBILE SHOW

THE NEW cars for 1957 are longer, lower and more powerful than 1956 models. They have smaller wheels and softer tires, dual headlamps, high tail fins and lots and lots of aluminum grillwork. And, with few exceptions, they have dropped the two-tone look that has been almost universal the past few seasons in favor of one-color finishes, with perhaps a narrow band of constrasting color between two gleaming strips of metal.

That about sums up one viewer's memory of an hour spent at the National Automobile Show in New York's Coliseum by courtesy of CBS-TV, which also provided five newsmen to demonstrate and describe the newest features of the new autos, including the retractable steel hard-top of the new Ford convertible, the rear-facing back seats of the nine-passenger Plymouth station wagon and the secretary's typewriter desk (also rear-facing) of the "three-room" Cadillac, which also carried a radio ticker to keep the busy executive in touch with the market as he rides and dictates.

A few more generalizations gleaned from the flow of automotive wisdom spouted by Charles Collingwood and his colleagues: The hardtop has replaced the sedan as the most popular American auto model. There are more automobiles than houses in the United States. There are enough cars to take every man, woman and child in the country out riding at the same time. One person in every seven earns his living in a job directly connected with the automotive industry.

Who says tv's not educational?

Production cost: $32,000.

Sponsored by Reynolds Aluminum Co. through Buchanan & Co., Sun., Dec. 9, 5-6 p.m. EST, on CBS-TV.

Producer: Paul Levitan; assoc. producer: Jack Kuney; director: Vern Diamond; writer: Martin Plissner; m.c.: Charles Collingwood; reporters: Ned Calmer, Ron Cochran, Dallas Townsend and Jim McKay.

Produced by CBS News and Public Affairs Department.

FESTIVAL OF MUSIC

EXERCISING considerably more restraint than they used for last January's "Festival of Music" on NBC-TV, S. Hurok and the *Producer's Showcase* planners made the second festival, Dec. 10, a crowning achievement.

This time, instead of upending the cornucopia, Mr. Hurok picked out a few choice items and arranged them for ultimate delectation. With only five features filling the 90 minutes—two good-sized opera extracts and three solo acts—this was a program of satisfying balance. The adroit staging demonstrated once again television's highly penetrating, sympathetic bond of understanding between artist and viewer. Maybe an audience in a hall gets a dimension that is lost in electronic transmission, but whenever did the balcony-sitter get such a look at Segovia's or Rubinstein's hands, share the agony and splendor of Boris Godonov's last hours on such intimate terms?

This show seems to mark impresario Hurok's graduation as a finished producer for television. Now that he is master of the medium, may he bring his glories back to the screen soon and often.

Production cost: $200,000

Sponsored on NBC-TV Producer's Showcase *Dec. 10, 8-9:30 p.m. EST, by RCA and Whirlpool-Seeger Corp. through Kenyon & Eckhardt.*

Produced by S. Hurok; NBC executive producer: Mort Abrahams; director: Kirk Browning; narrator: Jose Ferrer; musical director: George Bassman; program supervisor: Shelley Hull; unit manager: Warren Burmeister; associate director: Dean Whitmore; settings: Burr Smidt; costumes: Robert Fletcher; choral supervision: George Schick; assistant conductor: Felix Popper.

Cast: Jose Ferrer, narrator; Alfred Wallenstein, conductor, and Showcase Symphony Orchestra; Victoria de los Angeles, Barry Morell, Andres Segovia, Marian Anderson, Artur Rubinstein; Boris Christoff, Nicola Moscona, Michael Pollack, Kirk Jordon and others.

NEW FIGURES OF 1957

SO FAR as Warner Bros. Co.—the girdle and bra makers, not the movie brothers—were concerned, what better showcase could they have asked than one in which New York's top models ($57 per hour) waltzed around in the choicest, sheerest and most dazzling creations this side of the Place Vendome. Naturally, underneath all this finery lurked a Warner foundation.

The good, and expensive, word came from Ceil Chapman, Molly Parnis, Adele Simpson, Ben Zuckerman, Pauline Trigere, Sydney Wragge, Dave Evins, Estevez, Andre and Roxanne—10 of America's top designers. Doing a very efficient job of interviewing them was *Home's* fashion editor, Natalie Core.

A word of caution to NBC-TV: Fellows, don't ever show your color-test pattern on black-and-white again. It may make a charming piece of cubist art, but it'll never sell color sets.

Production costs: Approximately $35,000.

Sponsored by Warner Bros. Co., through C. J. LaRoche & Co., on NBC-TV, Sat. Dec. 8, 1-2 p.m. EST.

Commentator: Natalie Core; producers: Kay Elliot and Roger Gimbel; director: Barry Shear; sets: Trew Hocker; costume designer: Guy Kent; unit manager: Elmer Gorry.

THE PRICE IS RIGHT

THE OLD question—will entertainment or prizes win viewers most effectively?—is about to be answered once and for all by a new daytime (10:30-11 a.m.) series on NBC-TV titled *The Price Is Right.*

Here is a straight appeal to cupidity, that of the contestants in the studio and that of the viewers at home. No jokes, no side business, no nonsense of any kind is permitted, on this program, to interfere with the serious business of winning merchandise. The formula is simple: Four contestants bid on products displayed before them, a single

KGW-TV

CHANNEL 8 IS ON THE AIR!

KGW-TV brings to the PORTLAND, OREGON market . . .

- 316,000 watts of on-the-ground Video Power — the most powerful commercial television transmitter in the world!
- A terrain-trained signal to penetrate deeply into Portland's steep up-and-down residential core . . . as well as across all of western Oregon and southern Washington!
- Full ABC Network schedule!
- *Local identification* with 30 hours a week of live production!
- Feature films including MGM and DAVID SELZNICK productions!
- The newest *yet most experienced* channel because KGW-TV's personnel is representative of over 138 years of television experience!

WALTER WAGSTAFF,
Manager
JOHN PINDELL,
Sales Manager

KGW-TV
CHANNEL 8

abc television network

PORTLAND, OREGON

ASK BLAIR-TV *for rates, availabilities and market information.*

TOP RATING IN CINCINNATI!

the ELLERY QUEEN series

starring HUGH MARLOWE

The highest rated syndicated program in Cincinnati,* America's great mystery adventure series outrates $64,000 Question, Dragnet, Jackie Gleason and other top network favorites! Get the facts for your market.

*24.7 Pulse 9/10/56

tpa

488 Madison Ave.
New York 22
PLaza 5-2100

unit or an assembly. The bidder coming closest to the actual retail price of the goods —and without exceeding it—wins the merchandise itself as a prize. The telecast reviewed presented canny bidders with prizes ranging from a portable typewriter to a 1957 Chevrolet.

Home viewers get a chance to get in on the game by bidding by postcard on goods displayed in the Home Showcase for a week. The first week the Showcase held a natural ranch mink coat, a white satin hat, a diamond wrist watch, a hand bag and a set of matched luggage. The closest bid for the lot which does not exceed the retail price takes the lot.

NBC-TV is presenting *The Price Is Right* itself, without a sponsor, apparently in an effort to determine whether goods can beat Godfrey. Next years' program fare may well be at stake.

Production cost: Largely the cost of the prizes, which varies from day to day.

A Goodson-Todman production, broadcast on NBC-TV, Mon.-Fri., 10:30-11 a.m. EST.

Producer: Robert Stewart; director: Max Miller.

Master of ceremonies: Bill Cullen.

TICKET TO THE MOON

HOW MANY people know that the A-Bomb was actually detonated in the pages of *Astounding* magazine a year and a half before the big boom at Hiroshima? That the magazine carried a more detailed description of the bomb's trigger mechanism than the ensuing Smythe Report? Or that Rostand's rapier-nosed Cyrano de Bergerac might well be considered the daddy of the "Honest John" rocket when he talked about shooting into space, "driven by villainous impulses fed by saltpeter?"

Certainly we didn't, and that's why we're grateful radio is still around. Especially NBC Radio's *Biographies in Sound* which on Dec. 4 did a "take-out" on science fiction, a literary phenomenom that "uses tomorrow's worlds to pay for the writer's bills of yesterday."

For 55 minutes, we heard host Norman Rose talk to the leading exponents of science fiction: Editor John W. Campbell of *Astounding;* biochemist Dr. Isaac Azimov ("there is a difference between science fiction and science fantasy . . ."); *Galaxy* columnist and guided missile expert Dr. Willy Ley ("it stimulates the scientific mind to seek wider goals"); author Ray Bradbury ("there's too much gimmickry in science fiction"); radio writer Arch Obeler ("it's *honest* writing"); Hollywood producer George Pal ("Hollywood has done a fabulous job in special effects"), and Dr. Bob Richardson of the Mt. Wilson Observatory ("today's flying saucers are like yesterday's flying witches—imagination").

It made us sit up and listen, and we agreed that in the world of science fiction, there is no such word as "*im*possible;" there is only "*un*possible." It not only proved that the industry can turn out good programming on a ridiculously low budget, but that so far as imagination goes, radio's got it all over the other media as a theatre of the mind.

Production costs: Approximately $500.

Produced by NBC Radio program department. Director: Danny Setter; writer-editor: Ernest Kinoy; m.c.: Norman Rose.

Broadcast on NBC Radio, Tues., Dec. 4, 8:35-9:30 p.m. EST (sustaining).

BOOKS

FREEDOM OR SECRECY: By James Russell Wiggins. Oxford University Press, 114 Fifth Ave., New York 11, N. Y. 242 pp. $4.

THE ADVENT of radio as a communications medium altered the traditional relationship between the U. S. government and the press, which was guaranteed the freedom to criticize the lawmakers and law enforcers by the First Amendment. Radio, as Mr. Wiggins points out, was a different sort of thing. "The number of channels was limited. They had to be allocated. Once allocated it was necessary that the stations be required to stay on their authorized channels and utilize authorized power. The alternative was a chaos of conflicting signals in which none of the stations could have been heard. Obviously, no private power was equal to the task of allocation or enforcement. Government assumption of the obligation was inevitable.

"This means, inescapably, government licensing of a media differing from the press only in the mechanical device employed to disseminate information. Government was thus propelled into a sort of licensing which every constitutional authority until the advent of radio would have described as unconstitutional." And, when the FCC began to look at program content in determining whether or not to renew station licenses, "government found itself knee-deep in an enterprise that surely would have been abhorrent to every one of the founding fathers."

Mr. Wiggins is executive editor and vice president of the *Washington Post and Times Herald* and was, for three years, chairman of the Freedom of Information Committee, American Society of Newspaper Editors. In *Freedom or Secrecy,* he takes a long hard look at the right of the American public to know what its elected officials, judges, military men and other public and semi-public figures are up to; the right of newspapers, magazines, radio and tv to attend sessions of legislatures and courts to get the facts for the public, and the growing tendency of legislative and other groups to avoid this public scrutiny by going into executive session and by other actions which, while perhaps not illegal, are certainly in conflict with the right of the people for full access to the full facts.

Good reading for anyone interested in government or news or both, this thought-provoking volume is especially recommended to station news directors and general managers, two groups directly concerned with the problems of keeping the channels of information wide open.

Costume by Clare Potter

Red Carpet Service on United Air Lines*

...luxury travel at its best!

Air travel's warmest welcome mat is a Red Carpet!

It introduces you to United's brilliant Red Carpet Service—special nonstop DC-7 flights coast to coast and between fifteen U.S. cities (including Honolulu).

This is travel with a new flair! You sense it in the accommodations, the people you meet, the attention paid you. Cocktails . . . full-course meals and between-meal treats created by Master Chefs . . . soft music . . . a spacious lounge where you always find good company . . . many other "extras" at no extra fare add to your pleasure.

You'll want to make reservations soon for Red Carpet Service (with us, or with an Authorized Travel Agent).

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

OPEN MIKE

Tv Network Billings

EDITOR:

We have found B•T computations based on network records filed with the Celler House Antitrust Subcommittee most helpful and valuable [B•T, Dec. 10, Nov. 19, 12].

We would also be interested in comparable data pertaining to the ABC network. Will you please advise if ABC data are or will be available?

Jeff Peters, Media Analyst
Needham, Louis & Brorby, Chicago

[EDITOR'S NOTE: ABC has not yet submitted to the Celler committee any data on billings or discounts.]

Ladies Day at WNAR

EDITOR:

What happens to a radio station when all announcers and personalities decide they want to go hunting together? The station can't be closed down for the day and it would be impossible to transcribe all the programs and the newscasts. The management of radio station WNAR Norristown, Pa., felt it would be a good idea for the boys to get away for a day of enjoyment and relaxation, but the problem of substitution remained unsolved.

Suggestions poured into the station from listeners and finally one listener said, "Who knows the job and the problems of broadcasting better than the wives of the staff? Let them take over for the day." With tongue in cheek, I agreed to this novel idea.

No one figured on the reaction that followed the one-day experiment. Telegrams poured into the station from all sections of the listening area complimenting the wives on the fine job they were doing. Sponsors called up and asked for additional spots to advertise merchandise slanted at the women. Everyone in the area was talking about the experiment and letters are still pouring into the station asking that "Ladies Day" be made a regular feature of the station in the future.

John M. Banzhoff, Mgr.
WNAR Norristown, Pa.

Wonderful Error

EDITOR:

Thank you for the wonderful error you made—you listed us in your "Top 40 Agencies in 1956 Radio-Tv" survey [B•T, Dec. 3] as doing $7½ million combined radio-tv billing with 45% as the am-tv share of overall billing. Actually, it is 75% of our business.

Emil Mogul, Pres.
Emil Mogul Co., New York

Westinghouse Sand Storm

EDITOR:

One of our accounts is Moore-Handley Hardware of this city which distributes Westinghouse throughout the state.

Your insert, "Sham? Not in These Sands" [B•T, Nov. 19], looks like an excellent piece of promotion for *Studio One* that we'd like to let all of our dealers read.

Would appreciate permission to reprint this page in our own shop in offset and send out several hundred.

Lou Peneguy, Appliance Promotion
Frank M. Taylor Advertising
Birmingham, Ala.

[EDITOR'S NOTE: B•T is glad to grant Mr. Peneguy permission to reprint the story of the Westinghouse commercial on STUDIO ONE that first aroused cries of "sham" which changed to cheers when the test of sand in a washer was repeated. The only provision B•T makes is that it be given credit as the source of the story.]

Bouquet of Rose's

EDITOR:

Having had some time to cool off after reading Billy Rose's pungent attack on BMI during the recent Senate hearings [B•T, Sept. 24], I am enclosing some information on the kind of songs which Mr. Rose and others have had published as ASCAP composers. The information was taken from ASCAP's own "40 Years of Hit Tunes."

I think our industry should make a vigorous defense of Mr. Carl Haverlin, his carefully selected officers and personnel and the entire board of directors of BMI. I have found them to be: First, interested in the

TAKING PART in "Ladies Day" at WNAR Norristown, Pa., are (l to r) Sandy Molinaro, Mena Brode, Helen Bekas, Dolores Nellany, Barbara Jones and Helen Newman. The one-day experiment may become a regular station feature.

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PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION INC.
TELEVISION
REPRESENTATIVES, INC.

Naturally we're "air minded" at H-R. We started as a group of mature *working* partners, representing a selected list of radio and TV stations. Each day we *took off* to *land* at the desks of buyers of time with selling facts and figures on the available "air time" of our stations.

Over the years, other stations seeking this type of personalized, *working partner* representation, have availed themselves of our unusual service.

Today, while we have more offices and a larger staff, the working partners who head up H-R, still *take off* each day, still render personal representation to every station on our list, still keep our promise to "always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y
OXford 7-3120

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Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Bldg.
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

CASE HISTORY—
SEAT COVERS

SURE FIT SEAT COVERS FIND RADIO SURE FITS SALES PROBLEMS

Back in the spring of '55, the Max Becker Advertising Agency of Long Beach picked radio to sell the Sure Fit Seat Covers Division of the Howard Zink Corporation to the owners of Southern California's 3½-million passenger cars (most of them, naturally, radio-equipped).

Just a year-and-a-half later, Sure Fit has completed a comprehensive analysis of its advertising response. According to division manager N. G. Zink:

"Radio has become consistently more productive for us each month during this period, and has now reached the point where our cost-per-sale from radio is lower than from any other medium used.

KBIG certainly deserves full credit for the contribution it has made to the growth and success of Sure Fit during the past eighteen months."

KBIG, carrying four one-minute jingle-with-live-tag announcements for Sure Fit daily, is happy to share with two other fine Los Angeles independent stations gratification for another job well done in our long list of successful Southern California radio advertisers.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

future of radio and television broadcasting in its broadest sense! Second, gentlemen in every sense of the word in carrying out those interests. Anyone making a personal attack on Mr. Haverlin and his associates could do so only for selfish reasons of which our great industry should take heed of the source.

I have had the privilege of attending a number of BMI clinics and at no time was a reference made that a station should exclusively program one kind of music from any particular source. BMI has been largely responsible for introducing "American free enterprise" to the music publishing field and deserves unstinted support.

These are the beliefs of one of the smallest of the "small guys" in radio.

Charles L. Mitchell
Olney, Ill.

[EDITOR'S NOTE: Mr. Mitchell's list of ASCAP "classics" includes three compositions by Billy Rose: "You Tell Her, I Stutter," "A Cup of Coffee, a Sandwich and You" and "I Got a Code in My Dose," along with "Horses, Horses, Horses," "Mairzy Doats," "I Faw Down and Go Boom," "Papa Loves Mambo" and a score of others of that ilk.]

Plymouth's Agencies

EDITOR:

I have just noticed a story in your Nov. 26 issue regarding the renewal of the *Ray Anthony Show* by Plymouth. Thank you very much for using this item.

However, I notice that you say the agency is N. W. Ayer & Son. For future information, Ayer is the Plymouth agency for print media, radio and local tv, while Grant Advertising handles not only the *Ray Anthony Show* but Plymouth's 50% sponsorship of Lawrence Welk's *Top Tunes and New Talent* show . . .

L. W. Brown, Vice Pres.
Grant Advertising Inc., Detroit

Newsworthy Wrecks

EDITOR:

I guess a car wreck is newsworthy, according to "WISE Was There" [OPEN MIKE, Dec. 3].

Same happened to us. As I was reporting the news from our "picture window studio" I looked out to see a car wreck . . . reported same, as events transpired. But shucks, everybody here knows that "they hear it while its news on KTFS."

Incidentally, bet we have about the only studio from which can be observed happenings in two states. From our studio, 100 feet from the Arkansas state line, we watch and report considerable material such as the above.

Les Eugene, Prog. Dir.
KTFS Texarkana, Tex.-Ark.

EDITOR:

The way I understand Douglas China's report [B•T, Dec. 3] on the WISE blow-by-blow account of a Nov. 20 wreck, KITE might credit him with a tie but not a "first" for quickest news coverage of local news in the history of radio. But did WISE carry the actual sound of the impact?

Back in September of 1955 KITE was there when a gasoline truck exploded while unloading gas at the San Antonio police department . . . across the street from the KITE studios. KITE's program director, Stan Nelson, had the mike open reading a commercial . . . and it came out something like this: "When Jack Mitchell has a sale, he really has a sale! BLOOEY!"

Stan stopped right there, turned reporter and give a window ledge account, smoke-by-flame!

By any standard, that's the ultimate in instantaneous coverage of a totally unscheduled newsworthy occurrance. Some will recall the memorable broadcast of the Hindenburg explosion, but there's a distinction, for the landing itself already was a newsworthy event and radio reporters already were broadcasting as scheduled. . . .

Glen Krueger, News Dir.
KITE San Antonio, Tex.

WTRI-TV Is Back in Business

EDITOR:

Page 86 Dec. 10 issue states WTRI-TV [Albany, N. Y.] now dark. WTRI-TV returned to air July 1, 1956, and has been telecasting uninterruptedly since then. Can you arrange correction?

Lloyd George Venard, Pres.
Venard, Rintoul & McConnell
New York

Sound Approach

EDITOR:

I read on page 78 of your magazine of Dec. 3, that uhf station WWLP (TV) is offering a year's advertising free to the first manufacturer of all channel sets.

I belive this is a very sound approach and perchance it may have considerable merit to it. You can put us down as going along with this advertising approach 100%.

Norwood J. Patterson, Gen Mgr.
KSAN-TV San Francisco, Calif.

Radio and Education

EDITOR:

American Education Week in Centralia will be long remembered since WCNT has programmed 11½ hours of air time devoted to Centralia's grade, high school, and junior college. Administrator, teachers and students are participating in the programs during the week. When the schools were approached on what they had planned for the week they expressed a great appreciation that we were interested and gave us the complete details.

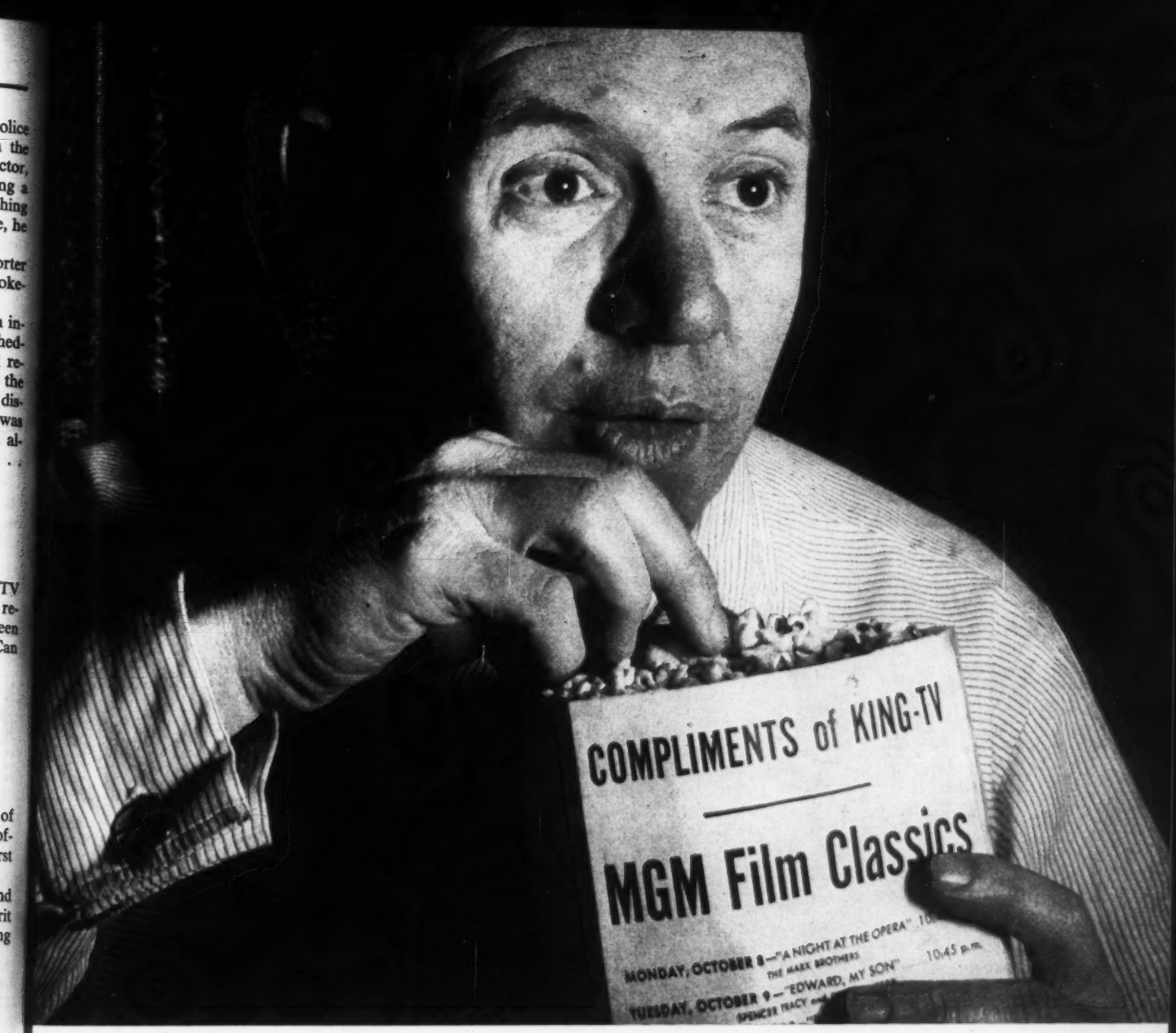
We offered assistance and through mutual agreement all the time was sponsored.

The schools are giving all of the sponsors certificates in appreciation of their part in American Education Week.

Never let it be said that any part of the school systems won't work completely with an advertising medium and assist in thinking and producting program material that will attract listenership.

I have written this letter in the hope that other stations will become closer acquainted with their schools. Remember, students influence parents.

Benjamin E. Shore, Gen. Mgr.
WCNT Centralia, Ill.



KING-TV BAGGED THE LION'S SHARE...

It was popcorn on the house the night KING-TV and M-G-M put new life into the late evening movies.

The most recent regular ARB Rating Report shows that KING's Command Performance roared into probably the highest ratings in the nation for late evenings, in a four station market.

If your plans include the rich Seattle-Tacoma market... ask your Blair TV man for details of KING's Command Performance.

Typical ARB Rating for KING's Command Performance: October 12 — 30 Seconds Over Tokyo

Time	Sets-in-Use	KING-TV	Station A	Station B	Station C
10:45 p	37.2	22.0	11.7	2.9	0.6
11:00 p	36.7	24.6	10.5	1.5	0.6
11:30 p	29.4	24.9	2.9	1.8	0.6
12:00 m	27.0	24.1	1.8	1.3	0.6
12:30 a	20.5	19.9	0.3		0.3

FIRST IN SEATTLE | TACOMA

ABC – Channel 5
100,000 Watts

KING-TV
ASK YOUR BLAIR TV MAN

¡Excellente!
¡Maravilloso!
¡Estupendo!

Excellent!
Marvelous!
Stupendous!

In either language the above describes

KWKW

the Spanish language station in Los Angeles

The Latin population of Greater Los Angeles is comparable to the combined total population of Wyoming and Nevada—more than 550,000 people!

ONE STATION DELIVERS THIS MARKET

KWKW
PASADENA • LOS ANGELES
Spanish Language Station

L.A.—Ryan 16744
San Francisco—Broadcast Time sales

our respects

to JAMES WEBSTER BEACH

CHOICE literary quotes are sometimes offered by Jim Beach, newly-elected ABC-TV vice president, to help explain his views on selling—observations embellished with a rare candor characteristic of his own personal relationships. But none of them epitomizes his working philosophy better than the simple word "competitive"—whether applied to his team concept of sales management or to extra-curricular activities.

Doubtless, the quality of competitiveness was uppermost in the minds of Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., and other AB-PT board members when they elected Mr. Beach vice president in charge of ABC-TV's Central Div. [B•T, Nov. 26].

Mr. Beach seems well qualified for his role on the network's new management team on the basis of his achievements as sales manager for five-and-a-half years of ABC's owned and operated WBKB (TV) Chicago and as director of ABC-TV's Central Div. since May 1955. Modesty and his concept of teamwork preclude his taking personal credit for placing, out of the central division, about one-third of all ABC-TV billings.

Recognizing this accomplishment—and in the wake of ABC's realignment of top-level management—Mr. Goldenson told a recent Chicago news conference that greater authority would be delegated to Mr. Beach and that "Jim is ABC's management voice in the central division and can speak with authority for the company."

James Webster Beach was born Dec. 21, 1912, and except for short periods on the family farm in Michigan, was reared in Chicago.

In 1930 young Beach divided his time between Northwestern U., Evanston, Ill., where he majored in journalism and advertising, and newspaper work, starting as a cub reporter on the old *Chicago Herald & Examiner*. By 1934, he was staff sales manager in classified advertising. When the *Herald & Examiner* and *American* staffs were combined in 1938, Mr. Beach "survived" the merger by conducting a real estate Sunday supplement.

The "radio bug" hit Mr. Beach, he recalls, and in 1940 he went to work as a salesman for Ralph Atlass, who at that time owned WJJD and WIND Chicago. Prior to the end of World War II, Mr. Beach left broadcasting to become sales and advertising manager of Westfield Homes Inc. From 1946 to 1949 he was vice president and co-owner of B & W Brick & Material Co. The venture turned out ill-fated but proved to Mr. Beach he should remain in advertising and sales.

Instead of returning to radio, at the standing invitation of Mr. Atlass, he turned to tv in 1949. Mr. Beach had no previous experience, although John H. Mitchell, then head of Paramount Theatres-Balaban & Katz WBKB (TV), was impressed with his self-confidence and hired him as administrative sales assistant.

An avid believer in the vitality of tv for the large local retailer, he piled up several "firsts" at WBKB (then ch. 4): first commercial sponsorship of major league baseball in Chicago (Cubs and Sox for Atlass Prager beer); first across-the-board department store live tv series for 52 weeks (audience participation show for Goldblatt's); highest budgeted local show on any Chicago station, (*Pace of Chicago* for Marshall Field's as high as $10,000 per half-hour); five-a-week *Nite Owl* movies series for Polk Bros. at 12 midnight; sale and start of first commercially-sponsored regularly-scheduled Saturday evening tv program in Chicago (*Studebaker Playhouse*).

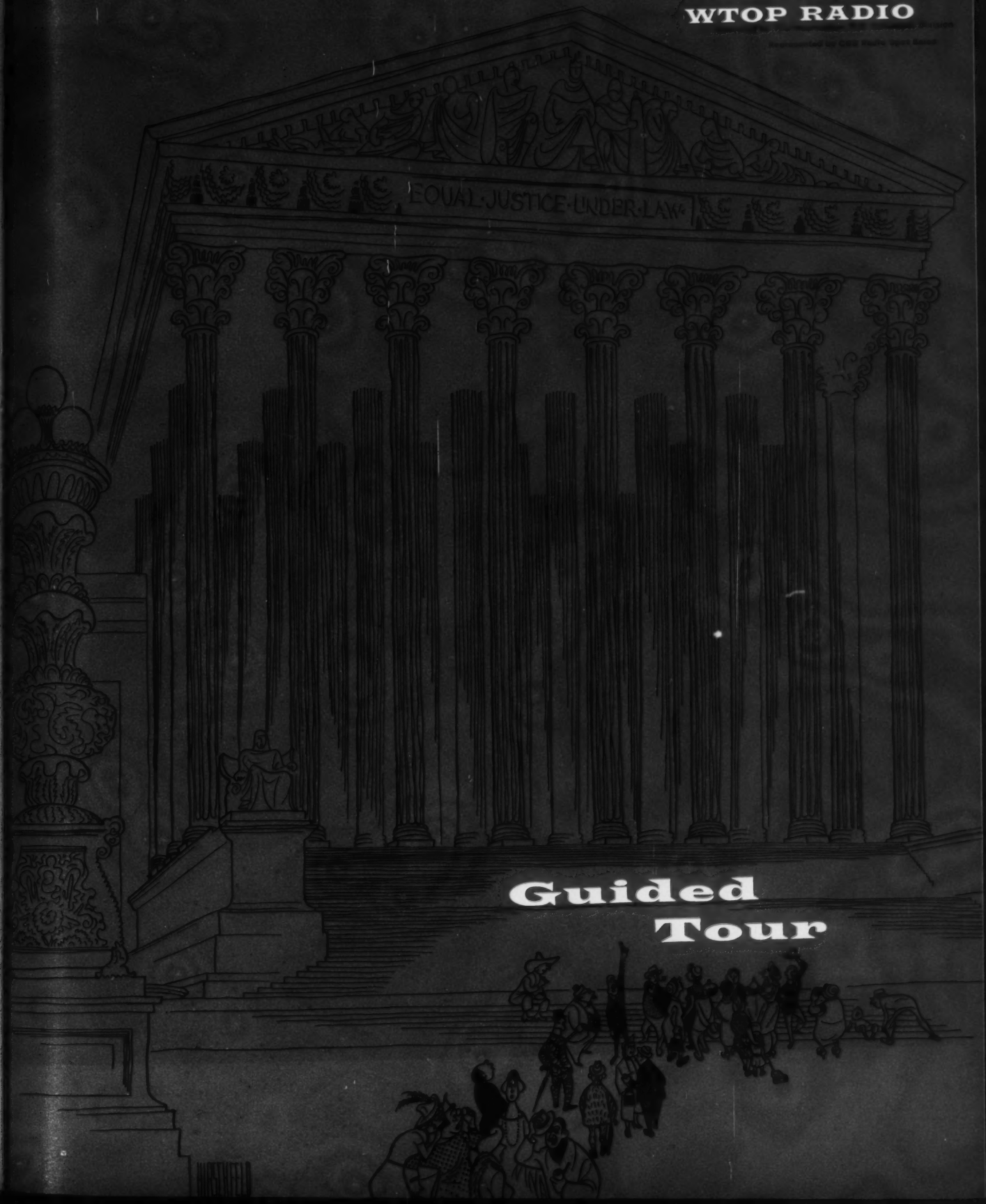
After FCC approved the ABC-PT sale and merger in 1953, Mr. Mitchell became head of midwest operations for the new WBKB (on ch. 7) and organized the team of Mitchell, Quinlan, Vieracker and Beach. (Sterling C. Quinlan is vice president in charge of WBKB and Matthew Vieracker is general manager.) Mr. Beach was named sales manager, a post he held until his appointment as director of ABC-TV's Central Div. on May 16, 1955.

Since relinquishing his WBKB sales post, where he (and his "team") compiled an enviable local sales record, Mr. Beach has proceeded to guide the ABC-TV's central division operation into a more favorable competitive position with other networks in Chicago in terms of billings.

Mr. Beach is married to the former Anne McKay of Boston. They have three children —Valerie, 19, a student at Chicago Conservatory of Music; Jeffrey, 17 (senior at Niles High in Skokie, Ill.), and James W. Beach III, 2—and live in Skokie.

When *you* need guidance through the intricacies of the Washington market, call on WTOP Radio. WTOP gives you (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO



Encyclopedia

Communicationis

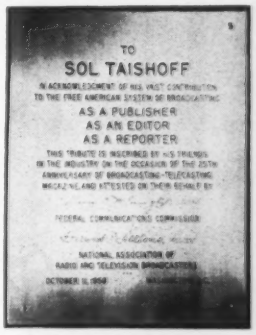
If you want to know something about radio and television, ask Sol Taishoff. He's the authority to whom topmost leaders of broadcasting turn in search of information and advice. His encyclopedic knowledge of communications has been accorded tributes like these:

From the University of Missouri Honor Award for Distinguished Service in Journalism: ". . . distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting."

From the plaque presented by the National Association of Radio and Television Broadcasters, on B•T's 25th anniversary: ". . . in acknowledgement of his vast contribution to the free American system of broadcasting as a publisher, as an editor, as a reporter . . ."

From Sigma Delta Chi, the national journalism fraternity: election as president Dec. 1, 1956.

With so knowledgeable an editor and publisher, it's no wonder BROADCASTING•TELECASTING is regarded by its 77,440 readers as the most authoritative, most comprehensive publication in its field. With a staff of 60 (by far the largest covering radio-television), a circulation of 19,000, and offices in Washington, New York, Chicago, Hollywood and Toronto, B•T publishes more editorial linage than most consumer newsweeklies, more pages of advertising than all others in its field combined.



Executive and Publication Headquarters:
B•T Building, 1735 DeSales St. N.W.
Washington 6, D. C.

the only
vertical news magazine specializing
in radio television coverage
with membership in ABC

ONE WILL DO!

Fast-stepping WBNS Radio waltzes away with the quality market in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

BETH BROBERG

on all accounts

WHEN it comes to getting results for advertisers, Beth Broberg, media director of the Mayers Co., Los Angeles, which Jan. 1 becomes a division of Cunningham & Walsh, New York, admits her agency has become "very television conscious" and has "never been disappointed" by radio.

She cites case histories such as the California radio campaign of Bandini Fertilizer Co. to establish brand identification and whose unusual "high fashion" theme in radio and print not only won wide attention in advertising circles but considerably boosted sales. She has others to quote as well for western and regional accounts using radio and tv.

Mrs. Broberg's only problem involving the broadcast media is to get spots at the time desired, indicative of the high business barometer for west coast stations. She believes ratings show the trend of a market, but thinks a buyer can go only so far in the use of these figures since actual sales experience proves the better buy and gives a good basis for repeat time purchases.

Other Mayers Co. accounts currently using radio, tv, or both, include Hoffman Candy Co., Sears Roebuck & Co., Muller Bros. (Oldsmobile dealer in Hollywood) and Glendale (Calif.) Federal Savings & Loan Assn.

Born Beth Freeman Jan. 18, 1919, at Ely, Nev., she majored in English and music at the U. of Southern California before joining Foster & Kleiser Co., Los Angeles outdoor advertising firm, in 1942. Four years later, she switched to West-Marquis Inc., Los Angeles, as assistant to the media director and chief accountant. It was here she learned of the power of radio in advertising. In 1948 Mrs. Broberg joined Jere Bayard & Assoc. as media director and in 1951 went to the Mayers Co. as secretary to the vice president. She became media director for Mayers in 1954.

Her husband is Nels Broberg, with North American Aviation. They were married in 1950 and make their home in the Wilshire Blvd. area of Los Angeles.

Mrs. Broberg is active with the Los Angeles Advertising Women and is a member of the music sorority Sigma Alpha Iota.

WKMH WAS THERE!

AND SO WERE WKMH'S THOUSANDS OF DETROIT LISTENERS WHEN DISASTER SUDDENLY STRUCK JACKSON, MICHIGAN

The above photograph was taken shortly after the Consumers Power Building, under construction in Jackson, Michigan, collapsed burying more than a score of workers beneath tons of debris. While rescue crews worked frantically to free the trapped workers, WKMH's mobile truck unit flashed on-the-spot progress reports to news hungry Detroit listeners. This on-the-spot reporting of big news events is just one of the reasons why more and more thousands of Detroit-area listeners are setting their radio dials on WKMH . . . they get comprehensive coverage. In music and sports, WKMH's star shines bright, too! All day in a big way, WKMH listeners get the big 3 in radio . . . news, music and sports!

SAVE UP TO 15%

by Buying 2 or more of these Powerful Stations

WKMH WKMF WKHM WSAM

Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

The Community Stations

WKMH

Dearborn-Detroit

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

Represented by Headley-Reed

KNORR BROADCASTING CORPORATION

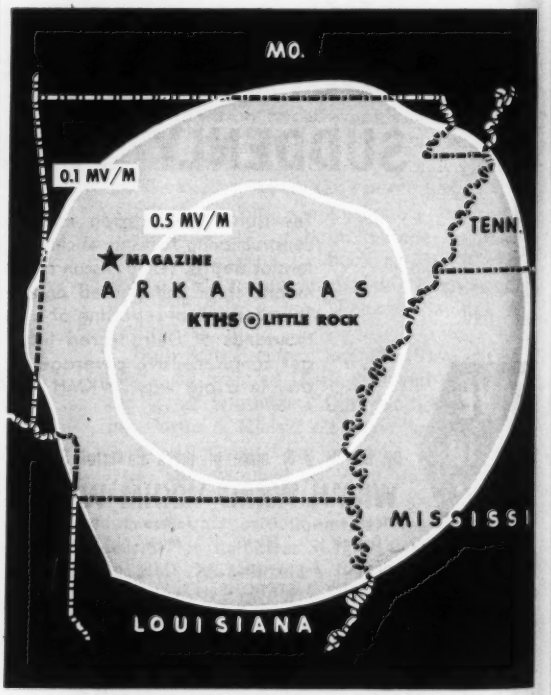
KTHS (LITTLE ROCK)

Flips Through MAGAZINE, Too!

KTHS is Basic CBS Radio for Little Rock—but with 50,000 watts it also serves hundreds of smaller towns and cities *throughout the State.*

Take *Magazine* (Ark.) for example. With only a few hundred souls, Magazine doesn't offer much "circulation" by itself. But combined with scores of other communities, it helps give KTHS *interference-free daytime coverage of more than 3-1/3 million people!*

Ask your Branham man for the full KTHS Story.



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING
TELECASTING

Vol 51, No. 25 **DECEMBER 17, 1956**

THE FIGHT FOR TELEVISION DOMINANCE

NBC labels 'invasion' of film product as menace to future of networks

NOW SHAPING UP is what may well become the biggest battle in television history. The antagonists: television networks and the motion picture industry. The rich prize for which they are struggling: dominance in tv programming.

The battle, which has been building up for several years, broke into open warfare last spring when Richard A. Moore, president of independent KTTV (TV) Los Angeles, with the backing of several film producers and distributors, formally charged the networks with hogging the airways and asked the government to create more opportunities for film product [B•T, April 2].

The conflict has intensified in the months since then as a flood of some $100 million worth of feature movies has hit the market.

Last week, NBC retaliated by declaring war on Hollywood. In a speech to the Miami convention of NBC affiliates, NBC President Robert W. Sarnoff warned of a "film invasion" and said television would "ride a toboggan of decline" if it loaded its schedules with movies.

NBC, he said, had decided that "television's future lies along the route we now chart . . . emphasis on live television, on fresh new programs designed for the medium, and on the development of color." (For full report of Mr. Sarnoff's speech, see page 60.)

When Mr. Sarnoff spoke of a film "invasion," he may not have chosen too strong a word.

Since early this year, the following film libraries have been made available to television: from RKO, 740 features and 1,000 short subjects for $15.1 million; from 20th Century-Fox, 390 features for $30 million; from MGM, 770 features and 900 shorts for roughly $20 million in sales to date with more in prospect; from Warner Bros., 850 features and 1,500 shorts for $21 million; from Columbia, an unknown number of features for an unknown yield, released through the Columbia subsidiary, Screen Gems. The total value of all this product runs to an estimated $100 million.

And there promises to be more to come.

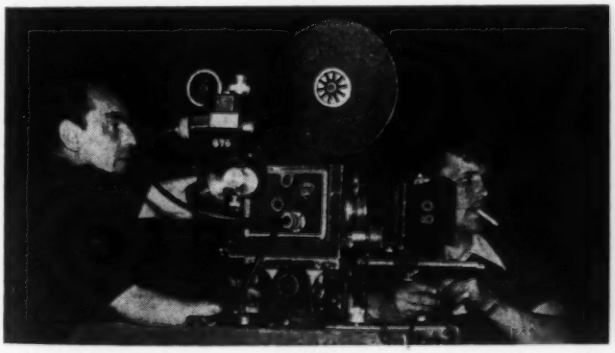
Paramount Pictures Corp., the only major movie producer yet to release its library to tv, reportedly has been in at least exploratory negotiations with prospective purchasers. Reputed asking price: around $50 million.

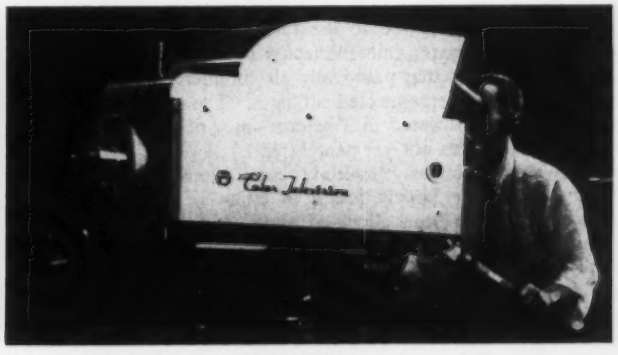
All of the libraries mentioned above are confined to films made before 1948. Post-1948 films are still withheld from tv owing to the inability of producers and unions to reach an agreement on residual payments. But serious negotiations on this problem have been going on since last summer [B•T, Nov. 19; Sept. 10], and qualified observers feel it will be merely a matter of time until this new wave of movies hits television.

That *good* feature films can provide tough competition for live network programs is documented in reports from a number of cities recently made to B•T. As one example, take New York during the late evening hours, when WCBS-TV's *Late Night Show* of feature movies, starting at 11:15 p.m., competes with NBC-TV's live *Tonight*, 11:30-12:30. On Dec 3, *Late Show's* "Random Harvest" got a Trendex rating of 21.1 against *Tonight's* 6.1; on Dec. 4, "Sahara" was rated 15.3 to *Tonight's* 4.7; Dec. 5, "Above Suspicion," 16.3 to *Tonight's* 6.0; Dec. 6, "Together Again," 15.8 to 5.6 for *Tonight;* Dec. 7, "Johnny Eager," 25.4 to 5.5 for *Tonight* (all Trendex ratings, as reported by WCBS-TV).

KMGM-TV Minneapolis, reporting on Dec. 8 and 9, when the station began programming its MGM feature films, reported a Saturday night share of audience of 48.8 for "Honky Tonk" against George Gobel, *Gunsmoke, Masquerade Party* and other programs on the three competing network outlets, and a Sunday night share of audience figure of 43.6 for "Above Suspicion" against Loretta Young, *$64,000 Challenge, Omnibus,* et al.

Showing the *MGM Movie Theatre* has put KTVR (TV) Denver in first place at both 3-5 and 9-10:45 p.m. in that four-station market, Hugh Ben Larue, executive vice president and general manager of the independent station, has announced. Citing the Nov. 1 Pulse, *(Continues on page 30)*





- **$100 million in films hits tv market**
- **More's coming as producers open vaults**
- **Will stations choose film over live tv?**
- **If so, NBC sees 'toboggan of decline'**

How Stations Divide Their Time

B•T survey showing breakdown of station time in terms of local, network and film programming, and network time in terms of film and live programming, begins on the next page.

TV PROGRAM TIME TOPS 100 HOURS PER WEEK

- **More time, more film, more network shows**
- **Trend still up in continuing B•T survey**

THE TREND is up for tv programming. Year after year the commercial tv stations of the country provide more hours of program service, more hours of network programs, more hours of programs on film. Only at the local level does the curve turn down—and that but slightly.

During the week of Oct. 15-21, the average commercial tv station was on the air with programs for 101 hours and 43 minutes, first time that the industry average has topped the 100-hour-a-week mark. One station, operating in Los Vegas and matching its service hours to those of its home community, reports full-time program service of 168 hours a week, or 24 hours a day. Of the total, 160 programs are devoted to motion pictures originally produced for showing in theatres; the rest of the time goes for local live programming. Fewest hours on the air reported by any station for the survey week is 42, of which two-thirds are devoted to film programs, and one-sixth each to local live shows and to network service.

Nearly half of the average station's time is devoted to programs on film, 47.6%, to be exact. This figure is the total of the 33.7% of the average station's time occupied by non-network films and the 13.9% that goes for film programs broadcast over the tv networks. (The average station devotes 51.4% of its time to network programs; 27.1% of all network program time is film; 27.1% of 51.4% equals 13.9%.)

As the adjoining table shows, stations without network affiliations are the largest users of non-network film programs, devoting more than three-fourths (77.5%) of their air time to this type of programming. Non-interconnected network affiliates rank second in their use of non-network films, which get three-fifths (61.6%) of their air time, compared to the three-tenths (29.4%) given to non-network films by the interconnected network affiliates.

It should be noted that practically all commercial tv stations on the air today are interconnected affiliates. The few non-interconnected affiliates are located in Western states of sparse population and wide open spaces not yet penetrated by AT&T's coaxial cable or microwave radio relay intercity connections. The few non-network stations are largely found in cities to which more than three channels have been allocated and more than three stations put into operation.

With this survey, sixth of a continuing series conducted by B•T, which now sends questionnaires to all operating commercial tv stations in the nation each March and October, a consistent pattern is becoming apparent.

First, there is a steady increase in the hours of tv program service provided by the average tv station.

Second, there is a steady, although slight, decrease in the percentage of total time on the air that is given over to local live programming.

Third, for the past two years, at least, the percentage of total air time devoted to non-network film programs has shown a small seasonal fluctuation, up in the fall, down in the spring. In March 1955, these filmed programs got 30.4% of the total program time of the average station. In October 1955, the figure was 34.0%. In March 1956, it was 31.1%. And last month, October 1956, it was 33.7%. The amount of time given to non-network film programming shows a steady year-to-year increase, however.

Programs on film are getting an increasingly large share of time on the tv networks. This is true in actual hours, which have risen from 29½ a week in March of 1955 to 45¼ in October of that year, to 49 last March and to nearly 58 hours last month. It is also true percentagewise, films rising from 13.3% of total network program time in March of 1955 to 22.3% in October of that year, to 23.2% in March of this year and 27.1% in October of this year.

A major factor in this procedure has been the heavy use of filmed programs by ABC-TV, which now devotes more than 26 hours a

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

NON-NETWORK FILM PROGRAMS	Total Non-Network Film
	Specially Made for Tv
	Made for Theatrical Showing
NETWORK ORIGINATED PROGRAMS	Total Network Programs
	Off Coaxial Cable or Microwave
	Kine
LOCAL LIVE PROGRAMS	
TOTAL PROGRAMS	Average Total Hours and Minutes on Air Per Week

* Figures for all stations not available for previous years.

Survey Date	Interconnected Network Affiliates Average No. Hours Per Week	Interconnected Network Affiliates Average % of Total Hours On Air	Non-Interconnected Network Affiliates Average No. Hours Per Week	Non-Interconnected Network Affiliates Average % of Total Hours On Air	Non-Network Stations Average No. Hours Per Week	Non-Network Stations Average % of Total Hours On Air	All Stations Average No. Hours Per Week	All Stations Average % of Total Hours On Air
10/56	31:08	29.4%	34:45	61.6%	61:55	77.5%	34:20	33.7%
3/56	29:22	28.6%	30:08	52.6%	63:32	74.6%	30:57	31.1%
10/55	30:24	31.0%	41:31	64.2%	51:35	72.0%	32:08	34.0%
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
12/53	23:38	29.7%	22.34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
10/56	15:10	14.3%	22:22	39.6%	23:33	29.5%	18:07	17.8%
3/56	14:42	14.3%	17:01	29.7%	32:39	38.3%	15:38	15.7%
10/55	15:18	15.6%	27:31	42.0%	23:05	32.2%	16:24	17.4%
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
12/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
10/56	15:58	15.1%	12:23	22.0%	38:22	48.0%	16:13	15.9%
3/56	14:40	14.3%	13:07	22.9%	30:53	36.3%	15:19	15.4%
10/55	15:06	15.4%	14:20	22.2%	28:30	39.8%	15:44	16.6%
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
12/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
10/56	59:33	56.3%	12:45	22.6%			52:15	51.4%
3/56	57:23	55.8%	15:00	26.2%			52:28	52.8%
10/55	51:49	52.8%	10:06	15.6%			46:41	49.2%
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
12/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
10/56	54:34	51.6%					47:33	46.8%
3/56	52:16	50.9%					47:07	47.4%
10/55	45:26	46.3%					40:24	42.6%
3/55	41:20	43.9%					36:16	41.0%
12/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
10/56	4:59	4.7%	12:45	22.6%			4:42	4.6%
3/56	5:03	4.9%	15:00	26.2%			5:21	5.4%
10/55	6:23	6.5%	10:06	15.6%			6:17	6.6%
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
12/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
10/56	15:00	14.3%	8:57	15.8%	18:00	22.5%	15:08	14.9%
3/56	16:00	15.6%	12:07	21.2%	21:38	25.4%	16:03	16.1%
10/55	15:56	16.2%	13:04	20.2%	20:05	28.0%	15:59	16.8%
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
12/53	16:31	20.7%	12:55	27.7%	17.01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
10/56	105:41		56:27		79:55		101:43	100.0%
3/56	102:41		57:15		85:10		99:28	100.0%
10/55	98:09		64:41		71:40		94:48	100.0%
3/55	94:12		59:52		41:43		88:42	100.0%
12/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*

HOW STATIONS, NETWORKS DIVIDE THEIR TIME *(Continued from page 28)*

week, 63.1% of its total program time, to these programs. Both CBS-TV and NBC-TV show the same slight fluctuation that was noted for the average individual station: up in the fall, down in the spring, but with this year's spring dip not descending to last year's spring level and with this fall's rise going well above last year's fall peak.

Fear was expressed that the volume of five-minute political films placed on the networks this October, during the final month of the Presidential campaign, may have made this month not a good one for comparative purposes by boosting its film content level above normal. The figures do not seem to support that theory.

FILM ON THE NETWORKS

		FILM		LIVE		TOTAL
			% of Total		% of Total	
	Survey Dates	No. Hours Per Week	Hours On Air	No. Hours Per Week	Hours On Air	No. Hours Per Week
ABC-TV	10/56	26:10	63.1%	15:20	36.9%	41:30
	3/56	25:00	59.8%	16:30	40.2%	41:30
	10/55	14:30	41.4%	20:30	58.6%	35:00
	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	10/56	18:00	20.0%	70:00	80.0%	88:00
	3/56	15:30	18.5%	70:45	81.5%	86:15
	10/55	17:15	21.0%	66:45	79.0%	84:00
	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71:45
	6/53	8:00	13.3%	52:00	86.7%	60:00
NBC-TV	10/56	13:40	16.3%	70:20	83.7%	84:00
	3/56	8:30	10.0%	75:10	90.0%	83:40
	10/55	13:30	16.2%	70:00	83.8%	83:30
	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	10/56	57:50	27.1%	155.40	72.9%	213:30
	3/56	49:00	23.2%	162:25	76.8%	211:25
	10/55	45:15	22.3%	157:15	77.7%	202:30
	3/55*	29:30	13.3%	193:00	86.7%	222:30
	12/53*	34:38	17.0%	170:18	83.0%	204:56
	6/53*	34:05	18.5%	158:10	81.5%	184:15

* The totals for these dates include data from The DuMont Television Network, which ceased operating before October 1955.

THE FIGHT FOR TELEVISON DOMINANCE *(Continued from page 27)*

which gave KTVR an average rating of 24.4 for Monday-Friday, Mr. Larue said, "This dominates all network competition and results in a higher tune-in than ever before achieved in the market."

In addition to "the backlog of Hollywood features now being released in quantity to television," Mr. Sarnoff told the affiliates last week there is "the mounting stockpile of syndicated films, produced for television in the Hollywood lots that once served the nation's motion picture theatres. Together, they are creating enormous pressures on our industry."

Has the pressure been felt by network programs? So far, according to available evidence, the answer is no. The victim of the network-movie struggle for the market seems at this stage to be the local program.

The latest in B•T's semi-annual surveys of station programming shows a continuation of the trend that has persisted for the past three years: The average U. S. commercial tv station is on the air for more hours each week, devotes more time to network programming, more to film programming and less and less to local shows. [For full details of the newest B•T survey see next page.]

The tv networks themselves have helped create the "pressures" referred to by Mr. Sarnoff. Each has its own syndicated film division, energetically competing with the networks for a larger share of station time and of tv's advertising revenue. Indeed, barely more than three years ago Mr. Sarnoff himself was the vice president in charge of NBC's own film division.

NBC-TV, like the other tv networks, has not hesitated to make liberal use of films in the programming of its o&o stations. American Research Bureau's November report of the audiences for syndicated film telecasts in New York, for example, shows that the six most popular of these programs with New York viewers were broadcast by WRCA-TV, NBC-owned station there. In Washington, NBC's WRC-TV for years has deserted the network at 10:30 p.m. on Saturdays to put on feature films for a local sponsor.

Moreover, more than a quarter of all tv network program time is devoted to shows on film (see table this page). ABC-TV has been most active in filmed programming for its network, currently devoting nearly two-thirds of its total hours of network service to film. CBS-TV divides its program hour four-fifths to live, one-fifth to film. NBC-TV is the most aggressively live-programmer of the three, with only one-sixth of its time given to programs on film.

ABC-TV is not only the largest user of film programming among the tv networks, but its parent company, American Broadcasting-Paramount Theatres Inc., has recently announced its intention of entering the motion picture production field, through a new subsidiary, Am-Par Pictures Corp. [B•T, Nov. 19]. Am-Par, however, plans to make films only for use in theatres.

Not mentioned by Mr. Sarnoff in his Miami speech was another way in which the motion picture companies are invading television—through the acquisition of tv stations. Paramount is the veteran in this activity, through its outright ownership of KTLA (TV) Los Angeles and its 26.6% ownership of DuMont Broadcasting Corp., owner-operator of WABD (TV) New York and WTTG (TV) Washington. Within the year, Loew's Inc., parent company of MGM, has acquired a 25% stock interest in three tv stations—KMGM-TV Minneapolis, KTTV (TV) Los Angeles and KTVR (TV) Denver. Screen Gems, tv subsidiary of Columbia Pictures, has announced its firm intention to get into station operation and has just appointed Robert H. Salk, formerly director of syndicated sales for the company, to the new post of director of station operations [B•T, Dec. 10]. Mr. Salk's immediate duties will be to represent Screen Gems in the purchase of tv stations.

So, one way and another, the television and film businesses are getting closer and closer together. A part of the process is through mergers, whereby conflicting companies are acquiring a mutuality of interest, but in the main the approach seems to be in preparation for a winner-take-all slugfest in the main bout in the billion dollar center ring.

16 Sales of New Fox Package By NTA Go Above $1.5 Million

SALES totaling more than $1.5 million gross for the newest group of 86 20th Century-Fox feature films have been completed by National Telefilm Assoc. in the past week, it was announced by Ely Landau, NTA president. The sales were made to 16 stations.

The films, included in the new "Rocket 86," were sold to KFSD-TV San Diego, WTVJ (TV) Miami, WCAU-TV Philadelphia, WJAR-TV Providence, KHQ-TV Spokane, KTNT-TV Tacoma, KJEO (TV) Fresno, WRAL-TV Raleigh, WNBS-TV Columbus, WGBI-TV Scranton, WBEN-TV Buffalo, WMCT (TV) Memphis, WKNB-TV New Britain, WTVH (TV) Peoria, WHTN-TV Huntington, W. Va. and KTVH (TV) Hutchinson, Kan.

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in September 1956

1. Procter & Gamble	$3,691,691
2. Colgate-Palmolive	1,466,570
3. General Foods	1,350,550
4. American Home Prods.	1,214,220
5. General Motors	1,196,767
6. Chrysler	1,043,524
7. Lever Bros.	1,029,775
8. Gillette	1,017,266
9. R. J. Reynolds	875,577
10. Liggett & Myers	842,686

P&G TOTALS ASCEND TO NEARLY $3.7 MILLION IN SEPTEMBER

PROCTER & GAMBLE Co. spent $3,691,691 for network tv time in September of this year—some $500,000 more than in September 1955 and about $1.5 million more than in September 1954.

This general "measurement" of P&G's increasing outlay for network tv is based on Publishers Information Bureau's compilation of network tv gross billings.

As it did in September of a year ago, P&G kept approximately $1.5 million ahead of its closest contender among the top ten network tv advertisers (Colgate-Palmolive).

The top ten last September compared to the same month of a year ago was made up of the same advertisers except for the dropout of American Tobacco and Ford Motor Co., each of which was replaced by another advertiser in the same product category—Liggett & Myers and General Motors, respectively.

Increases in gross billing were not evident, however, for several of the top 10 companies, with the notable exceptions—P&G, American Home Products (up nearly $500,000) and Lever Bros. (up nearly $200,000).

While there were a few declines in product groups, no weakening was evident for the nine months (Jan.-Sept.) compilation of expenditures per product category. To offset slight reductions were substantial increases in many categories, namely automotive, drugs and remedies, building materials, foods, household equipment and supplies, industrial materials, insurance, publishing and media, radios and tv sets and allied products, soaps and cleansers, toiletries and toilet goods.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JAN.-SEPT. 1956, COMPARED TO 1955

	Sept. 1956	Jan.-Sept. 1956	Sept. 1955	Jan.-Sept. 1955
Agriculture & Farming	$ 44,947	$ 494,292	....	$ 39,690
Apparel, Footwear & Access.	511,661	2,485,714	137,068	2,291,777
Automotive, Auto Access. & Equip.	3,450,101	42,839,237	3,620,443	31,788,387
Aviation, Aviation Access & Equip.	....	....	16,010	92,405
Beer, Wine & Liquor	721,221	5,438,357	691,379	5,615,523
Building Materials, Equip. & Fixtures	290,619	2,466,401	111,530	835,785
Confectionery & Soft Drinks	569,299	6,554,273	451,786	5,436,561
Consumer Services	301,455	1,833,535	112,926	906,495
Drugs & Remedies	3,288,934	27,756,536	1,834,077	15,949,529
Entertainment & Amusements	35,019	71,982	13,141	13,141
Food & Food Products	7,468,811	64,813,822	6,444,667	58,280,509
Gasoline, Lubricants & Other Fuels	250,878	3,038,034	459,549	3,554,843
Horticulture	....	211,185	2,041	111,710
Household Equip. & Supplies	2,315,127	25,968,271	2,683,434	22,732,724
Household Furnishings	250,909	2,301,705	183,288	1,843,478
Industrial Materials	1,078,550	7,586,289	422,188	4,849,592
Insurance	467,098	3,319,774	229,738	1,302,228
Jewelry, Optical Goods & Cameras	538,745	4,250,137	325,122	3,255,546
Office Equipment, Stationery & Writing Supplies	304,667	3,063,827	455,711	4,246,013
Political	428,050	436,485	....	....
Publishing & Media	230,864	1,255,170	58,929	545,671
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	747,267	9,314,493	634,136	6,215,189
Retail Stores & Direct by Mail	....	....	....	10,392
Smoking Materials	3,517,161	30,188,487	3,498,765	30,836,712
Soaps, Cleansers & Polishes	5,248,891	44,879,730	4,134,367	32,798,414
Sporting Goods & Toys	48,203	441,501	43,922	89,849
Toiletries & Toilet Goods	6,732,340	60,418,834	6,299,200	54,601,563
Travel, Hotels & Resorts	45,558	429,108	40,350	380,850
Miscellaneous	221,034	2,104,645	154,550	1,951,237
TOTALS	$39,107,409	$353,961,824	$33,058,317	$290,575,813

Source: Publisher's Information Bureau

LEADING ADVERTISERS BY PRODUCT GROUPS DURING SEPTEMBER, 1956

Ralston-Purina Co.	44,947
Knomark Mfg. Co.	135,597
General Motors Corp.	1,102,387
Joseph Schlitz Brewing Co.	205,824
American Radiator & Standard Sanitary Corp	111,136
The Coca-Cola Co.	361,339
American Tel. & Tel. Co.	301,455
American Home Prods.	1,052,478
Paramount Pictures Corp.	35,019
General Foods Corp.	1,350,550
Gulf Oil Corp.	174,222
General Electric Co.	621,971
Armstrong Cork Co.	166,800
Aluminum Co. of America	256,888
Prudential Ins. Co. of America	279,720
Bulova Watch Co.	172,830
Gillette Co.	100,770
Democratic Natl. Comm.	291,913
Time Inc.	203,275
Radio Corp. of America	160,927
R. J. Reynolds Tobacco Co.	875,577
Procter & Gamble Co.	3,300,363
Mattel Inc.	32,537
Colgate-Palmolive Co.	1,169,120
Pan American World Airways	43,290
Sperry & Hutchinson Co.	78,967

ECONOMY OF RADIO ADS STRESSED

- **Dr. Roslow tells Illinois club of new Pulse survey**
- **Study again compares aural medium with newspapers**

NEW RESEARCH documenting the economy of radio advertising as compared to newspaper advertising was made public by Dr. Sydney Roslow, director of The Pulse Inc., in a speech before the Peoria, Ill., Advertising & Selling Club last Monday (Dec. 10).

The research is a follow-up to a two-year project, whose results were unveiled last fall, in which Pulse applied to printed media the same techniques used in obtaining broadcast ratings [B•T, Sept. 3].

The follow-up study was conducted in Los Angeles, Dr. Roslow said. The same method (standardized aided-recall) was used to measure the remembrance of both newspaper advertisements and radio commercials. The ratings were based on total homes, not just those homes that had read the ads or heard the commercials. Here are the findings as summarized by Dr. Roslow:

"Average remembrance ratings of all homes for 45 announcements broadcast by the radio stations were found to reach 19,000 families. An eighth page in the newspaper was found to reach 30,400 families. On this basis of audience, it would seem that the newspaper advertising with its 1.6 noting is superior to radio with its 1.0 remembrance in this particular comparison."

Cost Analyzed

But look at the cost, he declared:

"The cost of an eighth page is $200, and the cost of the announcement on radio is $30, in closest round numbers for quick comparison. Hence it is immediately apparent that on a cost basis, the newspaper advertisement would have to have a reading audience seven times the size of the listening audience, to pay out comparably."

Dr. Roslow continued:

"Now that would seem to be an eminently fair comparison, without hair-splitting or getting caught in the confusion that the media are different. And because of the admitted advantage of repetition in advertising, just imagine the extra impact for an advertiser who buys numerous minute announcements for the same price at which his competitor buys one impact of newspaper advertising! Isn't this the realistic slant of the buyer who has X dollars to spend in a given market?

"Now it is true that the philosophy of buying some of both is of considerable advantage in many, many instances. That the newspaper advertisement 'enjoys long life,' however, is thoroughly disproved in this particular Pulse study. And here as in the other numerous Pulse studies it is revealed that in most instances, the reader having read, passes on. And in only 15% of cases does the newspaper reader go back for a second look. The other 85% glance and are gone. America has been criticized as a nation of headline readers. The attention given to advertising is even worse."

Dr. Roslow acknowledged that "to say that newspapers are ineffective selling vehicles in spite of such low advertising noting would be a silly and fatuous claim." But, he added, "to say that radio advertising with similarly small listening for the commercial messages is eclipsed by newspapers is still more fatuous."

He said that "both the newspaper and the radio station earn their proper share of the advertising investment on the basis of the actual results achieved. It is the end-results that have enabled the local newspaper to provide its vital service. It is the end-results that have enabled the local radio station to provide the service, news, and entertainment features that are part and parcel of everyday living, in the home or away from home, and for many more hours than are spent on newspapers.

"Therefore the conclusion seems incontrovertible, that selling the total circulation figures of the newspaper is an impressive but misleading approach. Radio stations would be roundly criticized if they followed a similar course.

"Newspapers and radio both have their own individual merit. Neither should apologize for producing sales-resultful coverage of the tiny percentage of families in the 'buy it now' mood for any product or service that families want and need, or for the implantation of new outlooks, new horizons, and desires that will be gratified in the future if steady advertising cultivation is maintained."

Dr. Roslow said the use of identical methods in measuring newspaper and radio commercial remembrance "should provide an answer for all time for critics who stated that it was not fair to compare programs and advertising." The radio ratings, he emphasized, were for the commercials only. He described the method thus:

"Families were shown [on the following evening] an itemized card listing radio announcements aired on a selected, typical station for a Thursday night from 6 p.m. to midnight. Those who had listened were asked to identify the announcements they could remember through these reminder-mentions [not total 'playback' which might have overstimulated response]. . . . The ratings obtained by this standard method were based on total homes, not just homes that had heard the commercials, or in exactly the same way that the programs are measured month after month.

"This radio methodology was exactly the same followed in showing Los Angeles families the Thursday night newspapers containing the advertising heretofore measured and reported. . . ."

Dr. Roslow called attention to Pulse's Salt Lake City findings, which were part of the data released last fall, showing that of 326 ads of all sizes in two newspapers, only 10 in each newspaper were seen by the average reader. "Of the newspaper studies made since in other markets", he said, "that was the best showing. So in no way can the Salt Lake City observation appear to be a freak low."

DOW CHEMICAL CO., Midland, Mich., signs to sponsor the *Red Foley Show* on ABC Radio (Saturday, 12:30-1 p.m. CST) for 52 weeks, effective Jan. 19. Present for the contract signing are (l to r): seated, M. J. Hooker, Dow advertising manager; Mr. Foley; standing, Addison Amor, ABC Radio account executive; Jack Byrne, assistant account supervisor, MacManus, John & Adams, Dow agency, and John Mahaffey, Radiozark Enterprises, Springfield, Mo., producer of the program. The series originates from KWTO Springfield.

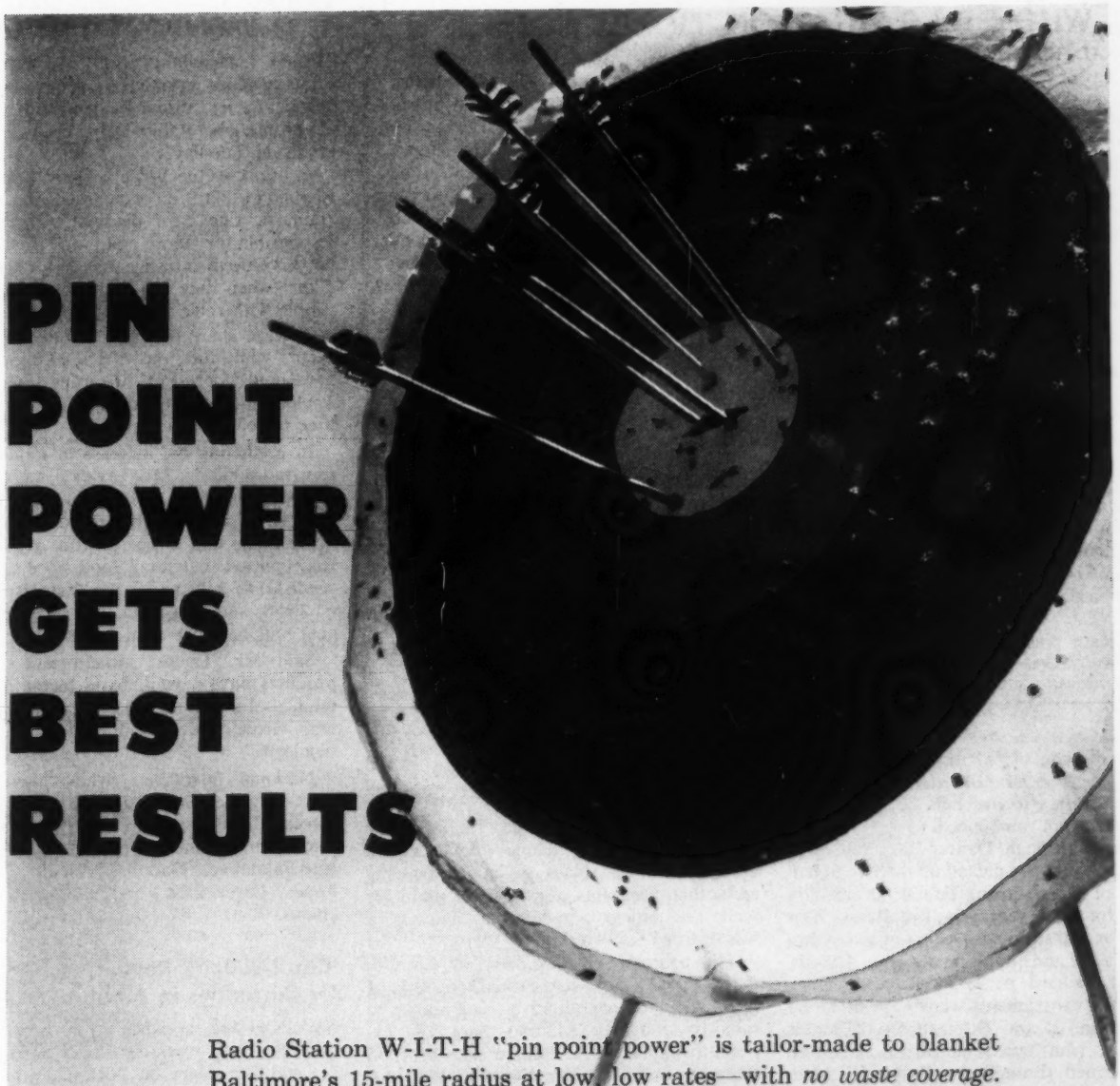
Four New Clients Take 'Breakfast Club' Time

A NEW 52-week contract by Life Savers-Beechnut Corp. (Beech Nut gum), Canajoharie, N. Y., for three weekly segments on *Breakfast Club* led sales activity last week representing an estimated $1.1 million in gross billing for ABC Radio's morning program block.

The new and renewed business was announced by George Comtois, the network's national sales manager. Other new contracts involved The Grant Co. of Chicago (formerly D-Con Co.) for its products, M-O Lene rug and upholstery cleaner, and Woolene, and Sterling Drug Inc. (Phillips milk of magnesia toothpaste), New York.

Advertisers renewing: Bristol-Myers Co. (Sal Hepatica to add to renewal for Bufferin, Trushay), New York; Ex-Lax Inc., New York; The Dromedary Co. (div. of National Biscuit Co., New York, for cake mixes); Atlantis Sales Corp. (R. T. French bird seed), Rochester, N. Y., and The Drackett Co. (Twinkle, to add to segments already sponsored for Drano and Windex).

The Beech Nut contract, through Young & Rubicam, New York, is effective Jan. 8; Sal Hepatica renewed three segments weekly on *Breakfast Club* also through Y & R, for 52 weeks through 1957; Ex-Lax, via Warwick & Legler, New York, renewed for the full year three segments weekly of *My True Story;* Grant, through Leeds & York, Chi-



Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage.* W-I-T-H reaches 74% * of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit the sales "bull's-eye" for *you*, too.

*Cumulative Pulse Audience Survey

Buy W-I-T-H

Tom Tinsley
President

R. C. Embry
Vice Pres.

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

WHO BILLS WHAT ON TV NETWORKS?

J. WALTER THOMPSON Co., with net billings of $23,389,495, topped all agencies on the NBC-TV network during the 18-month period January 1955-June 1956.

B•T's analysis of NBC-TV net billings, amounting to $206,306,849 in the 18-month period, is the first compilation ever made of the network's time sales by agency, sponsor and individual program. A similar analysis of CBS-TV network business was published in the Dec. 10 B•T.

AGENCY-by-agency breakdown of NBC-TV billings appears on pages 104-111. CBS-TV's agencies appeared Dec. 10. In previous stories analyzing network data filed with the antitrust subcommittee, B•T disclosed gross and net CBS and NBC tv network billings for 1955 (Nov. 12) and the same networks' billings for the first six months of 1956 (Nov. 19).

Other agencies placing more than $10 million in business on NBC-TV in the 18-month period were Young & Rubicam, $14,245,685; BBDO $12,422,361; Benton & Bowles, $11,959,489, and William Esty Co., $10,227,980. Young & Rubicam was top agency on CBS-TV, having placed $24,646,724 on that network during the same period.

B•T has converted network contract information to show exactly how much agencies spent on NBC-TV, based on information in the files of the House Antitrust Subcommittee which asked networks to supply complete data on clients billings and discounts [B•T, Nov. 12, 19].

The NBC-TV billings are broken down separately for 1955 and the first half of 1956. In cases where substantial portions of a network contract have been divided among two or more agencies, the details are explained in footnotes indicated by an asterisk (*). The separate amounts handled by each agency are unavailable in such cases.

The totals and separate sponsor expenditures on NBC-TV are net billings (gross minus network discount).

cago, will schedule 10 segments weekly in *True Story, When a Girl Marries* and *Whispering Streets,* effective Feb. 25, with length of contract not announced.

Sterling, through Dancer-Fitzgerald-Sample, New York, has picked up three segments weekly of *Story* starting Feb. 4; Dromedary signed for next year, via Ted Bates, New York, for two segments weekly of *Story,* two in *Marries* and one in *Streets;* Atlantis, through Richard A. Foley Adv., Philadelphia, has two segments weekly on *Story* effective Jan. 2, and Drackett Co. (Twinkle portion), with two segments in *Breakfast Club,* signed through the Ralph H. Jones Co., Cincinnati. The *Breakfast Club* segments are effective Jan. 3.

Drackett also sponsors *Breakfast Club* (for Drano and Windex) thrice weekly next year, while Bristol-Myers already had signed for six segments weekly, three for Bufferin and three for Trushay hand lotion, in *Breakfast Club.*

U. S. Tobacco Names LaRoche

THE $1.2 million U. S. Tobacco Co. account (Sano, Encore cigarettes, Model, Old Briar pipe tobacco and Copenhagen snuff), which had been expected to leave Kudner agency, did so last week and appointed C. J. LaRoche & Co., New York, to handle the Kudner portion.

LaRoche had been handling U. S. Tobacco's Bruton and other brands of Scotch snuff since 1953. U. S. Tobacco's last extensive use of spot broadcasting was earlier this year, when it introduced Encores in their new, slim, "twin-pack" flip-top carton. The appointment, announced by the tobacco firm's president, J. Whitney Peterson, was effective immediately.

Kitchens of Sara Lee Boosts Broadcast Budget to $840,000

KITCHENS of Sara Lee Inc. (bakery goods), Chicago, has increased its broadcast budget 15% and plans to launch bowling and other programs during fiscal 1956-57, while continuing to invade new markets, it was learned last week.

The company, a subsidiary of Consolidated Foods Corp., has earmarked 60% of its $1.4 million overall advertising budget to radio-tv—roughly $840,000. Sara Lee expects to double its $5 million sales of 1955 this year and triple that figure in 1957.

Under study is a bowling series in a major market, probably New York, along the pattern of Sara Lee's *Tv Bowling Classic* on WBBM-TV Chicago, which it recently renewed. It has been a heavy user of audience participation, personality, special events and sport shows throughout the country. In addition saturation radio-tv spots are utilized.

Consolidated acquired Sara Lee last August. Agency is Cunningham & Walsh, Chicago.

Duffy Still Seriously Ill

BEN DUFFY, president of BBDO, New York, remained in serious condition last week after suffering a cerebral hemorrhage Dec. 3 during a business trip to Minneapolis [B•T, Dec. 10]. The 54-year-old advertising leader was flown from Minneapolis' Abbott Hospital to Harkness Pavilion of Columbia Presbyterian Medical Center in New York on Dec. 8. Late last week he remained in a state of semi-coma, but doctors reported that his blood pressure was normal and his temperature down.

25% Increase in Radio Billings By Food Advertisers Is Forecast

TOTAL radio billings from food advertisers could increase as much as 25% next year, Sherril Taylor, vice president and director of promotion, Radio Advertising Bureau, predicted Tuesday.

In a talk to the Virginia Food Council in Richmond, Mr. Taylor charged that it's the "fantastic rates" for daytime tv which are responsible for "more and more" food product advertisers refusing to pay for that medium "when they can reach twice as many people with radio at half the cost."

A large share of daytime radio listening occurs while the housewife is taking care of household chores or preparing food, Mr. Taylor pointed out, adding that this is the time to sell food products.

In predicting the increase in food advertiser radio billing, Mr. Taylor came up with an estimate of a 10-15% increase in the number of food advertisers during 1957.

He noted that Grocery Mfrs. of America has reported that retail food store sales exceeded $45 billion for the first 10 months of 1956, and that estimated sales for next year will be more than $48.5 billion.

Said Mr. Taylor: "Radio and grocery products have a vital, basic factor in common. Both are universal. Everybody eats and virtually everybody listens to radio regularly."

National advertisers which have been increasing their use of radio and which have forecast higher radio billings next year, he said, would include Standard Brands, Colgate-Palmolive, National Biscuit, General Foods, Lever Bros., and various top food chains.

'Can Do' Joins Revlon List Of Casualties in January

REVLON Inc. is expected to drop in January the three-week-old (as of today) *Can Do* stunt program on NBC-TV which apparently didn't do. It also probably will give up the Monday, 9-9:30 p.m. EST time slot.

NBC-TV plans to move *Twenty One,* a quiz sponsored by Pharmaceutical Co., from its Wednesday, 10:30-11 p.m. EST period into the Monday time that would be vacated by Revlon. No decision has yet been made on what show would fill the Wednesday night vacancy created. Revlon's agency on the show is C. J. LaRoche, New York.

Revlon bowed with *Can Do* Nov. 26 when plans for presenting *The Most Beautiful Girl in The World* fell through.

DuPont Signs ABC-TV News Show

E. I. DuPONT de Nemours & Co. (finishes division, paints and varnishes), Wilmington, Del., will sponsor *John Daly and the News* (ABC-TV, Mon.-Fri., 7:15-7:30 p.m. EST) on Thursdays and Fridays, effective March 14. General Cigar Co., New York, which has sponsored the programs Monday through Friday, will pick up only the Monday, Tuesday and Wednesday newscasts. Agencies are BBDO for DuPont and Young & Rubicam for General Cigar.

Sinatra Series Co-Sponsorship Sought by Lambert-Hudnut Div.

LAMBERT-HUDNUT Div. of Warner-Lambert Pharmaceutical Co. last week made a bid to become co-sponsor of the new Frank Sinatra series, which will debut next fall on ABC-TV.

Liggett & Myers Tobacco Co. (Chesterfield cigarettes) has a contract for the Sinatra series which includes the right to make available to another advertiser alternating week sponsorship [B•T, Dec. 10].

Previous to the Lambert-Hudnut bid, Ford Motor Co. had made overtures toward co-sponsorship of the program. Late last week, L&M had taken no action on either bid.

Ayer Increases Armour Account

ARMOUR & Co., Chicago, has assigned its food product advertising for the West Coast to N. W. Ayer & Son, San Francisco. Ayer also nationally handles art and copy for Armour's Dash dogfood, Dairy-Poultry-Margarine Div., Frosted Meat Div., Refinery Div., bakery sales, commercial products, food service, consumer service and feed additive departments.

Thornblad to Open Own Agency

SVEN THORNBLAD, vice president and public relations director, Hicks & Greist, New York, will leave the agency at the end of the month to open his own advertising firm, Sven Thornblad Sales Engineering Co.

MR. THORNBLAD

The Thornblad agency expects initially to handle clients with limited budgets and "for whom we can get outstanding results within six to eight months."

Before joining Hicks & Greist, Mr. Thornblad was copy chief at Brooke, Smith, French & Dorrance. He also had served in various advertising capacities with General Motors Corp. and Allied Chemical & Dye Corp.

E. C. Tompson currently is handling publicity for Hicks & Griest.

Grove Labs Buys NoDoz

GROVE LABS Inc., St. Louis, a heavy user of radio and tv, is announcing today (Monday) that it has bought Harrison Products Inc. (NoDoz awakeners, a proprietary caffeine product), San Francisco. The firm will be operated as the Harrison Products Div. of Grove Labs. It was understood that Sidney Garfield & Co., San Francisco, would continue to be the agency for NoDoz.

In the future, NoDoz awakeners will be manufactured at Grove Labs' headquarters in St. Louis.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

Dec. 18 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 25).

Dec. 19 (8-9 p.m.) Arthur Godfrey *Show*, participating sponsors (also Dec. 26).

Dec. 21 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors.

Dec. 23 (5:30-6 p.m. *McBoing-Boing Show*, sustaining (also Dec. 30).

NBC-TV

Dec. 17-21 (3-4 p.m.) *Matinee*, participating sponsors (also Dec. 24-28, 31).

Dec. 17 (7:30-7:45 p.m.) *Nat King Cole Show* sustaining.

Dec. 18 (8:30-9 p.m.) *Noah's Ark*, Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Dec. 25).

Dec. 18 (10:30-11 p.m.) *Break the $250,000 Bank*, Lanolin Plus through Russel M. Seeds (also Dec. 25).

Dec. 19 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co. (also Dec. 26).

Dec. 20 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Dec. 27).

Dec. 21 (8:30-9 p.m.) *Walter Winchell Show*, Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Dec. 28).

Dec. 22 (8-9 p.m.) *Perry Como Show*, participating sponsors (also Dec. 29).

Dec. 22 (9-10:30 p.m.) *Saturday Spectacular*, "Holiday on Ice," Oldsmobile through D. P. Brother and RCA & Whirlpool through Kenyon & Eckhardt.

Dec. 23 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs (also Dec. 30.)

[Note: This schedule will be corrected to press time of each issue of B•T]

AGENCY APPOINTMENTS

Youngstown Kitchens Div. of American-Standard appoints Grey Adv. Agency, N. Y.

Holiday Coffee Corp., Walpole, Mass., appoints Charles F. Hutchinson Inc., Boston.

American Agricultural Chemical Co., N. Y., appoints L. W. Ramsey Adv. Agency, Davenport, Iowa.

American Radiator & Standard Sanitary Corp., Warren, Ohio, appoints Grey Adv. Inc., effective Jan. 1.

Oelerich Industries, Evanston, Ill., appoints Henry Senne Adv. Inc., Chicago, for its new product,, Garfield Goose shampoo.

Gump's Stores Inc., S. F., appoints Buchanan & Co., same city.

Western International Toy Club, Mt. Vernon, Wash., appoints Advertising Counselors Inc., Seattle.

Sterling Brewers Inc., Evansville, Ind., appoints Compton Adv., N. Y.

Jones Metal Products Co. appoints Griswold-Eshleman Co., Cleveland.

Schott-Lippert Buick Inc., appoints Bridges-Sharp & Assoc. Inc., Dayton, Ohio.

Cribben & Sexton Co. (Universal gas ranges), Chicago, appoints Erwin, Wasey & Co., same city.

Tulsa Oil Co., Newark, N. J., appoints Jay Victor & Assoc., same city.

Textile Mills Co. (ironing board pads, covers), Chicago, appoints Erwin, Wasey & Co., same city.

Roy Rogers-Frontiers Inc. (western clothes and toys bearing Roy Rogers brand), L. A., appoints Dan B. Miner Co., same city.

Steel Door Corp., Birmingham, Mich., appoints MacManus, John & Adams, Bloomfield Hills, Mich., effective Jan. 1.

Dennison Manufacturing Co. (gift wrapping paper, tags, seals, crepe paper, school supplies), Framingham, Mass., has named BBDO, N. Y.

Elam Mills Inc. (whole grain cereals, flours), Broadview, Ill., appoints Henry Senne Adv. Inc., Chicago.

Annual Auto Show, Washintgon, D. C., appoints Larrabee Assoc., for third consecutive year.

Gottfried Motors, Chicago Chrysler-Plymouth dealer, appoints Kuttner & Kuttner Inc., same city.

Naar Food Co. (As You Like It refrigerated salads and gelatins), Brooklyn, N. Y., has appointed Blaine-Thompson Co., New York.

G. P. Halferty & Co., Seattle (packers of Pioneer minced sea clams), has appointed Miller, Mackay, Hoeck & Hartung, same city.

Beaudry Bros. Candy Co., L. A., has appointed Calkins & Reichenbach, Hollywood.

Sponsors, Stations Sign Pacts For '57 Cubs, Cardinals Games

ANHEUSER-BUSCH Inc. will increase radio-tv budget for its Busch Bavarian beer in 1957 with the addition of St. Louis Cardinals' baseball broadcasts on a regional radio network and possibly a greater use of spot television. Bavarian, through Gardner Adv. Co., already is a heavy regional spot radio-tv user in three state area (Missouri, Kansas and Illinois). The brewery may be telecasting selected Card road games.

Also on the baseball broadcasting front, four sponsors, including Pabst Brewing Co., General Finance Co., Oklahoma Oil Co., Perfect Power Gasoline (owned by Standard Oil Co. of N. J.) and a food advertiser to be announced, have been signed by WIND Chicago for the Cubs' regular season baseball broadcasts in 1957 on a 30-station network. Pabst and Z. Frank, local Chevrolet dealer, will sponsor pre-season weekend games, and Coca-Cola Co. game adjacencies. Agencies are D'Arcy Adv. Co. for Pabst, Gordon Best Co. for General Finance, Maryland Adv. for Oklahoma, and McCann-Erickson for Coca-Cola.

SOAP IN CLEVELAND TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Procter & Gamble Co.	11	2	14⅔	117
	Camay (Benton & Bowles)		2	3⅓	45
	Ivory (Compton)		2	9⅓	64
	Lava (Leo Burnett)		1	2	8
2.	Lever Bros.	2	1	3½	61
	Lifebuoy (SSC&B)		1	1	20
	Lux (J. Walter Thompson)		1	2½	41
3.	Colgate-Palmolive Co.	4	1	4½	55
	Cashmere Bouquet (Bryan Houston)		1	1	7
	Palmolive (Ted Bates)		1	3½	48
4.	Armour & Co.	2	2	2	43
	Dial (Foote, Cone & Belding)		2	2	43
5.	Andrew Jergens Co.	(P)	1	1	24
	Woodbury (Robt. W. Orr)		1	1	24

CLEVELAND (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Procter & Gamble Co.	11	3	17⅔	127
	Camay (Benton & Bowles)		2	3⅓	48
	Ivory (Compton)		2	9⅓	68
	Lava (Leo Burnett)		3	5	11
2.	Lever Bros.	2	1	3½	63
	Lifebuoy (SSC&B)		1	1	15
	Lux (J. Walter Thompson)		1	2½	48
3.	Armour & Co.	2	2	2⅓	50
	Dial (Foote, Cone & Belding)		2	2⅓	50
4.	Colgate-Palmolive Co.	4	1	4½	36
	Cashmere Bouquet (Bryan Houston)		1	1	6
	Palmolive (Ted Bates)		1	3½	30
5.	Andrew Jergens Co.	(P)	1	1	28
	Woodbury (Robt. W. Orr)		1	1	28

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending October 6, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Basketball for Viceroys

BROWN & WILLIAMSON Tobacco Co. (Viceroy cigarettes) will sponsor one-quarter of four alternate Saturday afternoon telecasts of the National Basketball Assn. games on NBC-TV, starting at 2:30 p.m. EST, William R. Goodheart, vice president, NBC-TV network sales, announced last week. Through Ted Bates & Co., Brown & Williamson has signed for one-quarter of the Jan. 5 and 19 and Feb. 2 and 16 telecasts. Earlier, Carter products and Bristol-Myers Co. had signed for one-quarter sponsorship of various telecasts.

General Motors Buys Pro Playoff

GENERAL MOTORS Corp. (Pontiac Motor Div.), Detroit, will sponsor the National Football League championship game on NBC-TV, Dec. 30, with the telecast blacked out in the city of origination, which was still undetermined as of last Friday night. Agency for Pontiac is MacManus, John & Adams, New York.

R&R Promotes Shively, Bishop

ELECTION of Holly Shively and Allen G. Bishop as vice presidents of Ruthrauff & Ryan was announced last week by F. Kenneth Beirn, R&R president. Miss Shively is head timebuyer and business manager of the agency's Chicago office and has been with the organization since 1943. Mr. Bishop joined R&R in 1949 and is an account executive and a member of the agency's expanded marketing staff specializing in food and drug products.

West Coast Agencies to Meet

ANNUAL meeting of the Continental Advertising Agency Network, comprising 15 agencies active in 24 markets, will be held March 20-22 at Rickey's Studio Inn, Palo Alto, Calif., it has been announced by Wayne Lenz, secretary-treasurer of Long Adv., San Jose, Calif. About 75 agency executives are expected to attend.

'Spot Radio Report' Adds 35

THE Executives Radio-Tv Service, Larchmont, N. Y., has announced that the schedules of 35 advertisers have been added to its monthly *Spot Radio Report*. James M. Boerst, publisher, reported that about 90 agencies currently are providing spot radio activity data on 400 advertisers.

NETWORK NEW BUSINESS

Chrysler Corp., Detroit, to sponsor 32nd annual East-West Shrine football game on NBC-TV and NBC Radio on Dec. 29, starting at 4:45 p.m. EST.

Union Oil Co., L. A., signed to sponsor Saturday feature races at Santa Anita on KNXT (TV) Hollywood. Agency: Young & Rubicam.

A&A SHORTS

Buchanan & Co., S. F., has moved to new offices in Russ Bldg., Suite 1500. Telephone remains: Yukon 6-2927.

Cruttenden & Eger Assoc., Chicago, announces change in name to Cruttenden Adv., effective Dec. 1.

Fred Gardner Co., N. Y., is expanding by leasing additional unit of space on 17th floor of 50 E. 42nd St.

Harry Miller & Assoc. has been formed as advertising agency affiliate of M. M. Fisher Assoc., Chicago. Address: 79 W. Monroe St., Chicago 3, Ill.

J. M. Hickerson, N. Y., moves to new quarters at 551 Fifth Avenue. Telephone: Oxford 7-6330.

Buchen Co., Chicago, has resigned advertising account of Club Aluminum Products Co. (cookware) and its Inland Glass Div., same city.

A&A PEOPLE

G. C. Pound, president, Kraft Foods Co., to become chairman of board on Jan. 1. **J. Clyde Loftis,** executive vice president of Kraft, will succeed Mr. Pound and **John H. Platt** has been reelected senior vice president.

Elias B. Baker, vice president-account supervisor on Colgate-Palmolive Co., Carl S. Brown Co., N. Y., elected executive vice president of agency. **J. Lawrence Barnard,** merchandising director, also elected to vice presidency and **Isabel M. Hart,** secretary, named secretary-treasurer.

MR. SLATER

Tom Slater, western division director of radio-tv films, Fuller & Smith & Ross, Cleveland, named vice president. Mr. Slater was formerly vice president of radio-tv division, Ruthrauff & Ryan and director of sports-special events for MBS.

Paul Carey, general manager, Lehn & Fink Products Corp.'s Tussy Cosmetiques Div., and **James M. Boohecker,** general manager, L&F's Dorothy Gray Ltd. Div., elected vice presidents of parent company. Both remain their general managerships and seats on board of directors.

NEVER UNDERESTIMATE THE POWER, ETC.

MORE and more advertising agencies are coming to agree with the *Ladies' Home Journal's* conviction never to underestimate the power of a woman, according to a leading woman agency executive. Speaking before the Assn. of Advertising Men & Women in New York, Mrs. Julia Morse, vice president and account executive at Anderson & Cairns, New York, declared that at A&C, the agency's women employes have a voice in planning at least 90% of A&C's account strategy.

MRS. MORSE

Mrs. Morse declared that while women may not exactly have a "point of view," they do have their own convictions, and these comprise much of the motivational factor in consumer buying. She cited, as an example, that women for years had the conviction that color and fashion were "influential" in selling cars. Finally, the auto industry capitulated and accepted this female conviction with the result that the car market today is not only bigger than ever before, but more colorful and stylish than in any other previous year.

The man, Mrs. Morse asserted, "will generally talk about a product's superiority," while the woman will deal "with its pleasures in use." Realizing this and being aware of tv's intimacy, many agencies have revamped a good deal of their clients' strategy "from a completely factual approach (i.e. price) to one of emotion (i.e. taste)." It no longer suffices, Mrs. Morse said, to refer to a food product on tv as merely "delicious." Taste must be conveyed by inference, "arousing sympathy . . . carrying over the feeling of quality *without* using exaggerated statements." Exaggeration, Mrs. Morse said, can be spotted almost immediately by the tv-viewing housewife. Because of this factor, it comes as no surprise to note many more women account executives and women tv film supervisors on the job today, Mrs. Morse concluded.

Henry E. Picard, executive vice president-general manager, S. F. Brewing Corp. (Burgermeister beer), named president.

R. Douglas MacNamee, director of radio-television copy in New York and **Richard Irwin,** account executive in Chicago, named vice presidents of Ruthrauff & Ryan.

Don S. Manchester, president of Manchester-Kreer Inc., Chicago, resigns to join McCann-Erickson Inc., same city, as vice president-senior account supervisor.

Richard Irwin, account executive, Ruthrauff & Ryan Inc., Chicago, elected vice president.

Alvin Willner, former secretary and assistant treasurer of Bozell & Jacobs, N. Y., to Hicks & Greist, N. Y., as assistant treasurer.

John J. Waldron, treasurer of Jacob Ruppert Brewery (Knickerbocker, Ruppert beers), N. Y., elected vice president and treasurer.

Harry A. Egbert, Lavenson Bureau of Adv. Inc., Phila., elected vice president in charge of media-merchandising.

George T. Carroll, director of media and research, Bresnick Co., Boston, named vice president in charge of marketing-sales development. **John W. Spellman Jr.** assigned to work directly with Mr. Carroll and **Phillip Luttinger,** director of research, Richard Manville Research, N. Y., succeeds Mr. Carroll.

J. Lewis Ames, vice president-secretary of Ruthrauff & Ryan, N. Y., appointed treasurer of firm.

F. R. Wilcox, assistant general manager-treasurer, Sunkist Growers, named general manager, effective Jan. 1. He replaces **Paul S. Armstrong,** who will retire. **D. M. Angerson,** secretary, succeeds Mr. Wilcox and **M. D. Street,** assistant treasurer, named treasurer.

John B. Gunter, Coca-Cola's Midwest Div., to Gardner Adv. Co., St. Louis, Mo., as account executive and **Don Weiss,** newspaper reporter, to agency as copywriter.

F. J. Rudolph, to Edwards Agency, L. A., as account executive.

Howard Garnitz, copy chief, Elliot, Jaynes & Baruch, Chicago, appointed account executive.

Robert E. Hahn, associate director of Rocky Mountain Radio Council, Denver, Colo., to Schreiber Adv. Agency, same city, as account executive and copy chief.

Elliott M. Moore, radio-tv director-account executive, O'Grady, Anderson & Gray, Chicago, to Erwin, Wasey & Co., same city, in similar capacity.

Tom Armstrong, Vick Chemical Co., to Grey Adv., N. Y., as assistant account executive. **Eugene Bassin,** last with Kudner Agency Inc., N. Y., to Grey's radio-tv department as producer and **Gwen Seinfeld,** R. H. Macy & Co.'s art staff, to agency's junior art director.

Keith B. Shaffer, chief timebuyer, Erwin, Wasey & Co., N. Y., to Fletcher D. Richards Inc., as head of station relations and program development departments. **Milton E. Stanson,** tv director-copy chief, Ovesey & Straus Inc., same city, to Richards as writer-producer.

Herbert Rothschild appointed merchandising manager and **Charles Cooper** sales promotion manager of Beauty Salon Div., Helene Curtis Industries Inc.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN NOVEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	18.9
2.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	13.5
3.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	11.7
4.	Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	11.3
5.	Celebrity Playhouse (Screen Gems)	Tues.	7:00	WRCA-TV	10.6
6.	D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	10.3
7.	Victory At Sea (NBC Film)	Sun.	7:30	WPIX	8.3
8.	Sheena of the Jungle (ABC Film)	Sat.	6:30	WPIX	8.2
	Soldiers of Fortune (MCA-TV)	Sun.	6:00	WPIX	8.2
10.	Looney Tunes (Guild)	M-S	6:30	WABD	7.3

LOS ANGELES — SEVEN-STATION MARKET

1.	Annie Oakley (CBS Film)	Thurs.	6:00	KABC-TV	14.9
2.	Search for Adventure (Bagnall)	Thurs.	7:00	KCOP	14.7
3.	San Francisco Beat (CBS Film)	Sat.	9:30	KTTV	13.5
4.	Buffalo Bill Jr. (CBS Film)	Fri.	6:00	KABC-TV	13.0
5.	Susie (TPA)	Sat.	8:00	KTTV	12.6
6.	Jungle Jim (Screen Gems)	Mon.	6:00	KTTV	12.1
7.	Life With Father (CBS Film)	Fri.	7:00	KNXT	12.0
	Confidential File (Guild)	Sun.	9:30	KTTV	12.0
9.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	11.7
10.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	11.5

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Stage 7 (TPA)	Mon.	9:30	KSTP-TV	20.2
2.	Celebrity Playhouse (Screen Gems)	Sun.	9:30	KSTP-TV	18.8
3.	Sheriff of Cochise (NTA)	Sat.	9:30	WCCO-TV	19.6
4.	Highway Patrol (Ziv)	Fri.	10:30	KSTP-TV	16.6
5.	I Led 3 Lives (Ziv)	Tues.	9:30	KSTP-TV	15.6
6.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	15.5
7.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	15.2
8.	Search for Adventure (Bagnall)	Mon.	9:30	WTCN-TV	13.1
9.	City Detective (MCA-TV)	Thurs.	10:30	KSTP-TV	12.8
	Mr. District Attorney (Ziv)	Wed.	10:30	KSTP-TV	12.8

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	40.2
2.	Search for Adventure (Bagnall)	Sat.	7:00	KING-TV	38.2
3.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	33.5
4.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	31.9
5.	Sheriff of Cochise (NTA)	Mon.	7:00	KING-TV	27.1
6.	Soldiers of Fortune (MCA-TV)	Mon.	6:00	KING-TV	25.7
7.	Superman (Flamingo)	Tues.	6:00	KING-TV	24.6
8.	Studio 57 (MCA-TV)	Fri.	7:00	KING-TV	23.3
9.	Badge 714 (NBC Film)	Sun.	6:00	KING-TV	23.1
10.	Western Marshall (NBC Film)	Wed.	6:00	KING-TV	22.2

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	30.4
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	22.4
3.	City Detective (MCA-TV)	Fri.	9:30	WGN-TV	14.3
4.	Superman (Flamingo)	Fri.	6:00	WGN-TV	13.5
5.	San Francisco Beat (CBS Film)	Tues.	9:00	WGN-TV	12.7
6.	Annie Oakley (CBS Film)	Sat.	5:30	WBBM-TV	12.6
7.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	12.5
8.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WGN-TV	12.4
9.	Federal Men (MCA-TV)	Fri.	10:30	WBKB	12.1
10.	Wild Bill Hickok (Flamingo)	Tues.	6:00	WGN-TV	12.0

WASHINGTON — FOUR-STATION MARKET

1.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	19.8
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	18.7
3.	Highway Patrol (Ziv)	Sat.	7:00	WTOP-TV	18.1
4.	Jungle Jim (Screen Gems)	Wed.	6:00	WMAL-TV	16.8
5.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	15.5
6.	Brave Eagle (CBS Film)	Fri.	6:00	WMAL-TV	14.4
7.	Soldiers of Fortune (MCA-TV)	Mon.	7:00	WTOP-TV	14.0
8.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	13.5
9.	Count of Monte Cristo (TPA)	Sat.	6:30	WTOP-TV	12.5
	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	12.5

ATLANTA — THREE-STATION MARKET

1.	Badge 714 (NBC Film)	Mon.	7:00	WSB-TV	30.4
2.	Superman (Flamingo)	Wed.	7:00	WSB-TV	29.1
3.	Science Fiction Theatre (Ziv)	Tues.	7:00	WAGA-TV	22.8
4.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	22.0
	Amos 'n' Andy (CBS Film)	Thurs.	7:00	WAGA-TV	22.0
6.	Susie (TPA)	Mon.	7:30	WSB-TV	21.1
7.	Man Called X (Ziv)	Sun.	7:00	WAGA-TV	19.8
8.	Sheena of the Jungle (ABC Film)	Thurs.	6:30	WLWA	18.6
9.	Highway Patrol (Ziv)	Fri.	7:30	WAGA-TV	17.8
10.	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	17.4

COLUMBUS — THREE-STATION MARKET

1.	Death Valley Days (McC-E)	Sun.	9:30	WBNS-TV	35.4
2.	Highway Patrol (Ziv)	Tues.	10:30	WBNS-TV	29.7
3.	Soldiers of Fortune (MCA-TV)	Wed.	6:30	WBNS-TV	24.3
4.	Public Defender (Interstate)	Mon.	6:30	WBNS-TV	24.0
	Man Called X (Ziv)	Fri.	9:30	WBNS-TV	24.0
6.	Superman (Flamingo)	Wed.	6:00	WBNS-TV	20.5
7.	Sheriff of Cochise (NTA)	Thurs.	7:30	WBNS-TV	19.3
8.	Grand Ole Opry (Flamingo)	Sat.	7:00	WBNS-TV	18.4
9.	Crunch & Des (NBC Film)	Tues.	7:30	WBNS-TV	17.9
10.	Sheena of the Jungle (ABC Film)	Thurs.	6:00	WTVN-TV	17.1

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	25.5
2.	Range Rider (CBS Film)	Sun.	7:00	WEWS	22.1
3.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	KYW-TV	21.1
4.	Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	19.4
5.	Crunch & Des (NBC Film)	Wed.	7:00	KYW-TV	19.2
6.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	17.5
7.	Badge 714 (NBC Film)	Fri.	7:00	WJW-TV	17.1
8.	Sheriff of Cochise (NTA)	Sun.	10:30	KYW-TV	16.9
9.	Sheena of the Jungle (ABC Film)	M-F	6:00	KYW-TV	16.8
10.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	16.6

BOSTON — TWO-STATION MARKET

1.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	29.9
2.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	25.4
3.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	23.4
4.	Western Marshall (NBC Film)	Wed.	7:30	WNAC-TV	21.4
5.	Studio 57 (MCA-TV)	Tues.	10:30	WBZ-TV	20.3
6.	Count of Monte Cristo (TPA)	Tues.	8:30	WNAC-TV	20.2
7.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	20.0
8.	Annie Oakley (CBS Film)	Sun.	5:00	WNAC-TV	19.7
9.	Highway Patrol (Ziv)	Wed.	10:30	WBZ-TV	18.0
10.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	17.6

KRON is TV in SF

San Franciscans are sold on KRON-TV

BUGS BUNNY AVAILABLE
Sun.-Fri. 5:30-6 PM

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

Still growing...

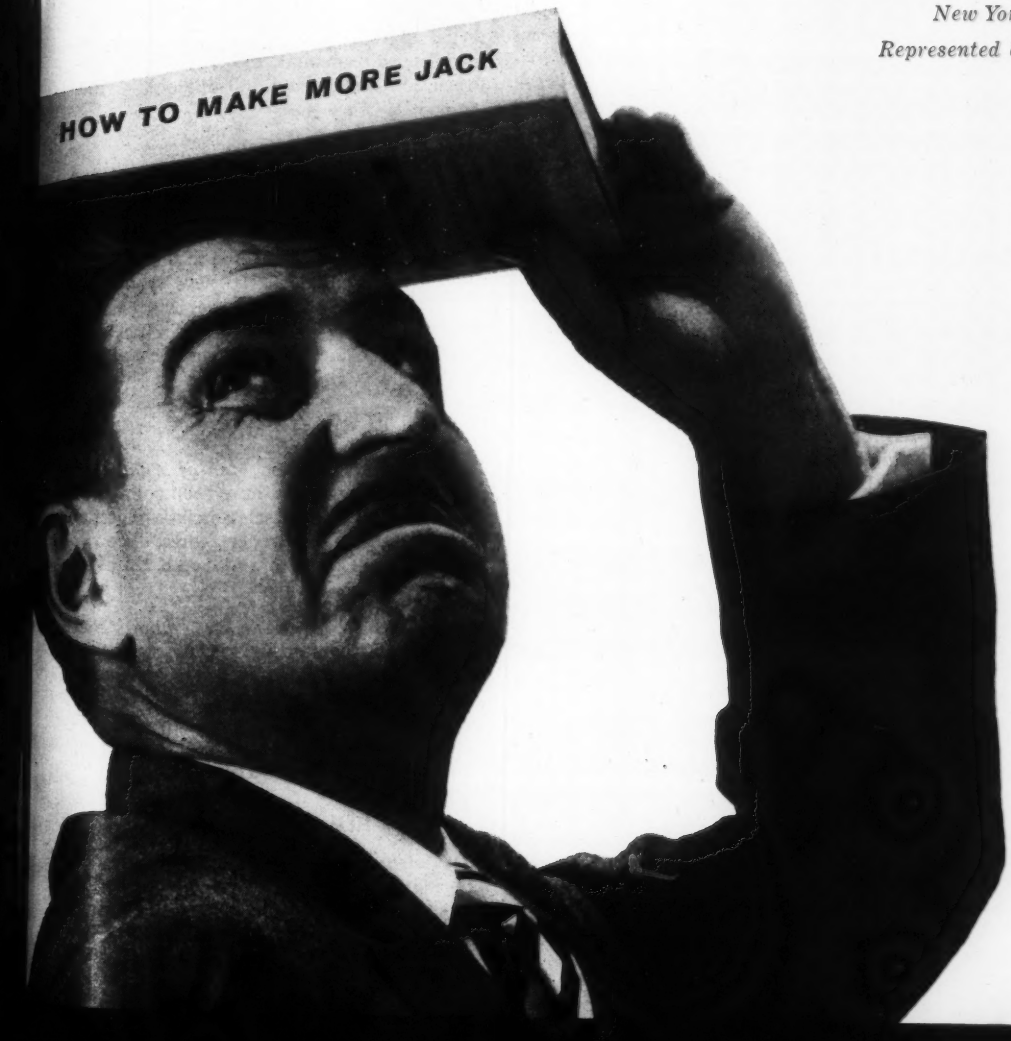
Unlike Topsy, who just growed, there's a reason for the growth of Jack Sterling – for the growth of his audience, his advertisers, and his admirers in general. Maybe it's his twenty years' experience in broadcasting – as raconteur, salesman, snake charmer, and tattoo artist. Maybe it's because, instead of trying to be all things to all men, he winds up being so many things to so many people.

But he *does* grow on you, this Sterling character. And on his audiences. And on his advertisers – many of whom have been faithful to him for his full nine years on WCBS Radio.

But the best news about the growth of New York's favorite Man in the Morning is this: there's more of him available. He's now on from 5:30 till 9:00 (with appropriate news intermissions) every weekday morning.

WCBS RADIO

New York • 50,000 watts • 880 kc
Represented by CBS Radio Spot Sales



Unemployment Ruling May Set U.S. Pattern

A NEW RULING handed down by the New York State Unemployment Insurance Appeals Board is expected to have significant effect on the eligibility for unemployment insurance of performers appearing on transcribed or filmed programs.

The ruling was promulgated on Nov. 30, according to Jack London, an attorney with Jaffe & Jaffe, New York, who handled the appeal for unemployment insurance filed by radio-tv actress Rachel Price on behalf of the American Federation of Television & Radio Artists. Mr. London explained that in New York an applicant for unemployment insurance must have worked 20 weeks in the year prior to the application in order to be eligible for benefits. Miss Price based her application on five weeks of actual labor and 16 weeks during which radio and tv commercials in which she had appeared were reused.

Though Miss Price's original application had been turned down by the New York State Unemployment Insurance Division, the appeals board ruled that any week in which one of her commercials was replayed constituted a week of labor and should be credited toward her eligibility.

Mr. London reported that since rulings handed down in New York often are adopted in other parts of the country, it is probable that many other states will take a similar position. He noted that AFTRA had been conferring with the insurance division over a five-year period with a view toward recognizing transcriptions and filmed programs as services rendered to an employer, and expressed the opinion that the new policy will encourage talent to remain in the field, rather than seek outside work during periods of unemployment.

PRESENT for signing of contract whereby WGN-TV Chicago bought the Warner Bros. feature film library (l to r): seated, Ward L. Quaal, vice president and general manager of WGN Inc.; Robert R. Rich, general sales manager of Associated Artists Productions; standing, Robert Morin, AAP salesman; Jay Faraghan, WGN-TV program director; Ted Weber, WGN-TV sales director, and Elizabeth Bain, the station's film director.

Gross-Krasne Appoints Rohrs

JOHN ROHRS, formerly with MCA Tv Film Syndication, has been appointed vice president of Gross-Krasne in charge of its new midwest office. Mr. Rohrs, who will head sales covering 12 states, had been with MCA-TV for the past two years as vice president in charge of its Chicago office. Previously he was associated for five years with United Television Programs, owned by Gross-Krasne until it was purchased by MCA-TV. Mr. Rohrs' office is located at 75 E. Wacker Drive, Chicago.

MR. ROHRS

Three Join Ziv Tv Natl. Sales

GROWING importance of agency background in the tv film sales field was stressed last week by Walter Kingsley, head of Ziv Television Programs' national sales department, in announcing the appointment of three former agency executives to the department.

James Shaw, for five years director of radio-tv for Henri, Hurst & McDonald, Chicago, has been named regional sales manager in that city; Jerry Kirby, formerly with the television department of Rogers & Smith Adv., Chicago, and earlier with Beaumont & Hohman, has been appointed an account executive in Chicago, and Jerry Harrison, account executive with the New York office of McCann-Erickson, has been named an account executive in New York.

Disagreements Cause Changes In 'Playhouse of Stars' Posts

DISAGREEMENT over production policies for *Schlitz Playhouse of Stars* at Revue Productions, Hollywood, has resulted in change in some production posts, it was reported by the company last week. Joseph Schlitz Brewing Co. executives are on the West Coast this week for discussions about future programs in the series.

Producers David Stephenson and Willis Goldbeck have resigned, it was learned. Jules Bricken, a director, has been added as producer for 10 new films. Frank P. Rosenberg continues as producer. Schlitz agency is J. Walter Thompson Co.

NTA Reports Quarterly Gain

NATIONAL TELEFILM Assoc., New York, last week reported a record net income of $225,619, equal to 35 cents per share, in the first quarter of the current fiscal year, ended Oct. 31. The figure was said to represent a 273% increase over the $60,531, or 9 cents per share, in the corresponding period last year.

This was reported by Ely A. Landau to stockholders at the company's annual meeting in New York. Mr. Landau said NTA "looks forward to a very satisfactory second quarter, and there is every indication that the result for the 1957 fiscal year will be far ahead of last year, with the possibility that the board of directors may be able to consider the declaration of a dividend."

Mr. Landau referred to the 390 20th Century-Fox feature films which NTA recently committed itself to acquire, and predicted that gross sales income from these pictures will amount to "somewhere between $50 million and $60 million."

NTA Reports Expansion Plans

NATIONAL TELEFILM Assoc., New York, last week reported plans to open regional sales offices in Atlanta and Dallas and to increase its sales force in line with its agreement to distribute 10 new syndicated film series. Four of these series will be produced by TCF-TV, subsidiary of 20th Century-Fox, and the remainder by Desilu Productions.

FILM SALES

Ziv Tv reports sales on *Men of Annapolis*, half-hour tv film series, have been completed in 91 markets. Latest sales include those to such advertisers as Kroger Stores, Safeway Stores, Coca-Cola Co. and South Carolina Electric & Gas Co.

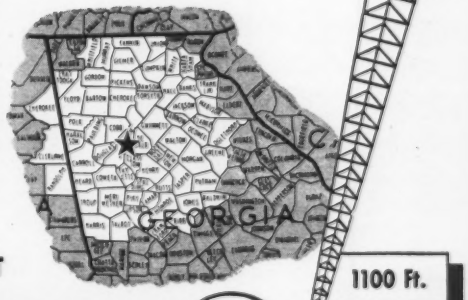
Sterling Television Co., N. Y., reports that its *Bowling Time* filmed series has been sold in more than 150 markets, with latest sales to KTSM-TV El Paso, KGGM-TV Albuquerque, WRGB-TV Schenectady, KBET-TV Sacramento, KNAC-TV Fort Smith, Ark., and KDRO-TV Sedalia, Mo.

FILM DISTRIBUTION

Associated Artists Productions, N. Y., is offering 20-minute film, *Star in The Night*, to stations for Christmas programming.

WHEN YOU BUY ATLANTA...BUY waga-tv AND GET A BIGGER SLICE OF THE MARKET!

Most national advertisers consider Atlanta a "must" market. The question is how best to cover the market. The answer is: compared with the other two stations in Atlanta, WAGA-TV reaches 17 to 22% more people with 14 to 16% more spendable income. Why? Taller tower, maximum power, top local and CBS-TV programing. Proof: consistent top ratings by both Pulse and ARB. Get the facts from our reps.



TOP DOG IN THE NATION'S 21st MARKET

waga-tv

100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

COMPLETING contract for Triangle Publications Inc. to purchase 754 Warner Bros. feature films from Associated Artists Productions are (l to r): seated, Eliot Hyman, AAP president; Roger W. Clipp, vice president of the radio and tv division of Triangle; standing, Arthur Kalman, AAP eastern sales manager; Robert Rich, AAP general sales manager, and George A. Kohler, WFIL-TV Philadelphia manager. The purchase gives Triangle more than 2,500 features for its WFIL-TV, WNBF-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa., and WNHC-TV New Haven, Conn. Firm already had purchased the libraries of MGM, RKO and 20th Century-Fox.

Academy-award winning two-reel subject was originally released by Warner Bros. and stars J. Carroll Nash and Donald Woods.

Almanac Films Inc., L. A., distributor of films, offering top 10 films of *Science in Action* series to schools. Topics to be included in initial release are Bird Behavior, Miracle Materials, Oxygen, Religious Archeology, Science of Money, Solar Energy, Story of Painting, Termites, Wheels and Rails, and Work, Energy and Power. Preview prints are available through Almanac in its L. A., Ft. Worth, Atlanta, Chicago or N. Y. offices.

FILM PEOPLE

Irving Feld, formerly vice president of Gross-Krasne Productions and previously national sales manager of UM&M Tv Corp., N. Y., named national syndication sales supervisor for Guild Films Co., N. Y., covering regions west of Mississippi.

Harry Lange, executive vice president-general manager of Kling Film Enterprises Inc., reappointed to visual aids subcommittee of Wood Products Section Executive Committee of National Safety Council.

Jack Cohn, cofounder-executive vice president, Columbia Pictures Corp., died in New York on Dec. 8.

FILM PRODUCTION

Desilu Productions Inc., Hollywood, to begin production this month on *Date with the Angels*. Betty White and Bill Williams star.

TIME INC. GAINS INSIDE TRACK IN BIDDING FOR BITNER OUTLETS

- **Probable price in excess of $16.2 million C-C deal**
- **Firm's officials meet with Bitner Sr. in Florida**
- **Gross-Meredith combined offer affords major competition**

TIME Inc. looms as the probable buyer of Consolidated Television & Radio Broadcasters Inc. at a price probably several hundred thousand dollars in excess of the $16.2 million transaction agreed to with Crowell-Collier Publishing Co. but which foundered last month because of the "tight" money market [B•T, Nov. 26].

Firm offers for the Bitner package were made Dec. 10 by Time Inc., as well as by at least one other group, and indications were that a decision might be reached this week or next by Harry M. Bitner, chairman of Consolidated, who with his family holds the controlling interest. Second bidder is the Gross-Meredith group, interested in acquiring WOOD-AM-TV and WFDF Flint (by Gross) and WTCN-AM-TV Minneapolis-St. Paul (by Meredith). But while at least two groups reportedly were negotiating for the remaining property—WFBM-AM-TV Indianapolis—no firm offer appeared in hand at the weekend.

Officials of Time Inc. were in Miami Beach last week attending the NBC 30th anniversary convention and conferred Tuesday with Mr. Bitner Sr. at his winter home at Del Ray Beach, some 40 miles from Miami. In the group were Wayne Coy, president-general manager-50% owner of KOB-AM-TV Albuquerque, 50% owned by Time Inc., and Ben Larson, KTVT (TV) Salt Lake City, 80% owned by Time and 20% by Mr. Larson. Weston C. Pullen, Time vice president, was due in Miami Beach over the weekend and presumably planned to visit Mr. Bitner.

Time Inc. Makes Two Offers

It is understood Time Inc. made two separate offers. One, approximating the Crowell-Collier figure of $16.2 million, reportedly is for the Consolidated properties, excluding WFDF. With WFDF, the figure was understood to be around $16.9 million. One of the reasons for the increased offer, it was evident, was the fact that Consolidated net quick assets have increased substantially since the agreement was reached with Crowell-Collier last April—probably by as much as $1 million. Moreover, Mr. Bitner is said to feel that recent transactions, including the $10 million sale of WISH-AM-TV Indianapolis and WANE Fort Wayne-WINT (TV) Waterloo, Ind., to John H. (Jock) Whitney & Co. merited a higher price than the $20 per share committed by Crowell-Collier, which it was forced to withdraw.

Harold Gross, owner of WJIM-AM-TV Lansing, Mich., likewise in Florida for the NBC convention, is actively interested in the Bitner Michigan properties. Informally, the value of the Consolidated properties was broken down under the Crowell-Collier agreement into $7 million for Indianapolis and $3.5 million for Minneapolis-St. Paul, a figure which Meredith Publishing Co. made as a firm bid Dec. 10. This would leave $5.7 million for Grand Rapids and Flint.

It was thought Mr. Bitner might want to retain WFDF, still in litigation on assignment of ch. 12 in a three-way contest now in the courts. This obviously was the reason for the Time Inc. bids—one excluding Flint and the other including this NBC-affiliated property.

It is understood that Mr. Gross' offer likewise is with or without Flint.

Network Affiliation Considered

A factor taken into account in the bidding was network affiliation. Final decision by the FCC in the ch. 13 four-way contest in Indianapolis, for example, could be significant. A victory for Crosley Broadcasting Co., long-time affiliate of NBC in Cincinnati, Dayton and Columbus, would appear to indicate that the network would shift to the new assignment if a sale of the properties were made to a group not so solidly aligned with the network.

If Time Inc. emerges as purchaser of Consolidated, with or without WFDF, it will have to sell at least one property to conform to the present five-vhf-station multiple ownership rule of the FCC. In addition to its control of the Albuquerque and Salt Lake City properties (both NBC affiliated), it also owns KLZ-AM-TV Denver (CBS-affiliated). Since it would acquire three additional vhf stations, sale of one station would be necessary. The smallest market property probably would be spun off—KOB-AM-TV Albuquerque, with the possibility that Mr. Coy, present 50% owner, would acquire the balance.

Mr. Coy, a native of Indiana and a former Indianapolis newspaperman and city official, probably also would be considered for operation of WFBM-AM-TV under Time Inc. ownership. He served as chairman of the FCC from late 1947 to 1952.

If Meredith acquires the Minneapolis-St. Paul stations, it will have no multiple-ownership problem. Before the bid was made, Payson Hall, Meredith controller and director of radio-tv operations, conferred with officials of ABC, with which WTCN-AM-TV is affiliated, about retention of the network in that four vhf-station market and was assured there would be no affiliation changes with a change in ownership. Meredith owns WOW-AM-TV Omaha, KCMO-AM-TV Kansas City, WHEN-AM-TV Syracuse and KPHO-AM-TV Phoenix.

Crowell-Collier had tried for seven months to secure financing for the Bitner properties at suitable terms before calling

Our new tower is one of the three tallest in the world • WMT-TV • CBS for Eastern Iowa • National Reps: The Katz Agency

off the whole deal. The contract had included a deadline for FCC approval, extended to Nov. 21. Crowell-Collier had agreed to put up $100,000 in liquidated damages. This eventually was paid to Consolidated stockholders.

In early 1956, Crowell-Collier entered the broadcast field with purchase of KFWB Los Angeles for $2.5 million. Last September, at the time Crowell-Collier was given a deadline extension on the Consolidated contract, it cancelled an agreement to buy KULA-AM-TV Honolulu for $1 million. Crowell-Collier publishes *Collier's* and *Woman's Home Companion* magazines, *Collier's Encyclopedia* and other books.

L. A. EXCHANGE

IN an unusual trade deal, KLAC and KTLA (TV), both Los Angeles, have agreed to swap promotional activities, it has been announced by Mort Hall, owner-manager of the radio station, and Lew Arnold, general manager of the Paramount-owned tv outlet. KTLA will air spots boosting KLAC's "Big Five" disc jockeys while KLAC will plug channel 5's "New Look" in programming.

STORER AIMS FOR PHILADELPHIA, WILL PAY HARRON $5.4 MILLION

- **Involved: WIBG-AM-FM Philadelphia, WPFH (TV) Wilmington**
- **Deal hinges on stock acquisition, sale of Storer vhf**

PURCHASE by Storer Broadcasting Co. of Paul F. Harron's WIBG-AM-FM Philadelphia and ch. 12 WPFH (TV) Wilmington-Philadelphia for approximately $5.4 million for all of the stock, which includes half ownership of a wired music concession in Philadelphia, is the basis of a memorandum agreement entered into by the two parties, it was learned Friday. The transaction is understood to be contingent upon acquisition of at least 95% of the WPFH Broadcasting Co. stock, now widely held, but with Mr. Harron and his associates having control. All told, there are about 2,750,000 shares of stock outstanding which would be acquired at $1.50 per share. This figure, plus liabilities, would bring the purchase price for 100% in the neighborhood of $5.4 million, it is understood.

Mr. Harron, long-time owner of WIBG, which operates as an independent on 990 kc with 10 kw, purchased the ch. 12 station from the Steinman interests in March 1955 for $3.7 million. He has asked the FCC for permission to move the WPFH transmitter to Pittman, N. J.

Storer presumably would have to sell one of his present properties to acquire the Harron facilities since, under the multiple ownership regulations, Storer now holds the limit of five vhf's and two uhf's, as well as the seven am station limit. Storer already has a contract to sell WAGA-AM-FM-TV Atlanta to the Washington Post Co. for $6.5 million, which is contingent upon Storer's purchase of WMUR-AM-TV Manchester, N. H., and removal of the ch. 9 tv station to a point whereby it would be designed to serve both the New Hampshire and the greater Boston area. This is awaiting FCC action in the light of protests from other Boston tv stations and a group in New Hampshire. Move of the WMUR-TV transmitter closer to Boston is due to be reviewed Wednesday by the Washington Airspace Panel.

George B. Storer, president and directing head of SBC, within the past fortnight purchased the Miami Marlins, International League baseball club, for a reported figure of $250,000. The company also includes, in addition to its broadcast properties, the Standard Tube Co. of Detroit, which manufactures automotive steel tubings.

Storer owns WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va.; KPTV (TV) Portland, Ore., in addition to the WAGA stations. Storer also sought to buy ch. 3 KSLM-TV Salem, Ore., and move its transmitter closer to Portland, Ore. This was denied by the Commission last month when it refused to waive its 5-vhf maximum ownership rule.

Kluge Buying Sixth Station

PURCHASE of KNOK Fort Worth, Tex., by John W. Kluge, Washington, D. C., food broker and multiple radio station owner, for $300,000 was announced last week. KNOK is an independent on 970 kc with 1 kw daytime. The sale was from Associated Broadcasters Inc. (John J. Flood Jr., John R. Pikes and George G. McGown). Sale, handled by station broker Blackburn-Hamilton Co., will give Mr. Kluge six standard broadcast stations if approved by the FCC. Mr. Kluge already has controlling interests in WILY Pittsburgh; WGAY Silver Spring, Md. (Washington area); WLOF Orlando, Fla; KXLW St. Louis; WKDA Nashville.

Lawrence Brandon Buys WHVH

SALE of WHVH Henderson, N. C., by Howard V. Harrell to Lawrence Brandon for $30,500 was announced last week. Independent WHVH operates on 1450 kc with 250 w. Mr. Brandon owns WWCO Waterbury, Conn. Transaction was handled by Blackburn-Hamilton Co., station broker.

WPAT Plans to Resume Its Fm

WPAT Paterson, N. J., which hasn't been airing its fm programs since 1950 when a severe storm blew down its fm tower, expects to return to the megacycle band after the first of the year, its president and general manager, Dickens J. Wright, announced last week.

WSRS Offers Discount System As Incentive to Quality Ads

A "SOUND-FACTOR" system of discounts, based essentially on the listening quality of the advertising placed with it, was announced last week by WSRS Cleveland.

Samuel R. Sague, president and general manager, said the discounts—which may range as high as 40%, depending on how many "sound-factor" criteria are met by the commercial involved—are being offered to advertising agencies in lieu of the customary 15% agency commission.

The purpose, he explained, is to encourage agencies to put quality advertising on WSRS—advertising that will contribute to the station's listenability, thereby benefiting both the station and its audience, as well as its advertisers.

Some eight "factors" have been set up. The number of these factors that are involved in any given commercial will thus determine the rate of the "sound factor" discount.

A straight live announcement is one factor. A transcribed spot with a live announcement by a free-lance or non-staff announcer at the end is another. Others include: use of a free-lance announcer; use of sound effects preceding the announcer; use of two announcers with sound effects; use of a melody background behind the voice commercial, and use of musical banks before and after the commercial.

Rounsaville-Owned Stations Hold Annual Meet in Atlanta

THE annual meeting of the Robert W. Rounsaville owned and operated stations was held last Thursday through Saturday in Atlanta. Panels and round-table discussions were held on various subjects pertinent to the industry with the organization's annual Christmas party closing the meeting Saturday night.

MR. ROUNSAVILLE

The Rounsaville stations are WQXI Atlanta, WCIN Cincinnati, WLOU Louisville, WSOK Nashville, WOBS Jacksonville, Fla., WIOK Tampa, Fla., and WMBM Miami. All except WQXI program 100% to the Negro population.

WPIX (TV) to Carry Yankees

WPIX (TV) New York reported last week it had signed rights to coverage of New York Yankees' at-home baseball games for the next three years. Some "away" games also are included. During 1957, seventh consecutive year that WPIX will have carried Yankee home games, coverage will be sponsored by P. Ballantine & Son and R. J. Reynolds Tobacco Co., both through William Esty Co.

CARE

Meticulous attention to detail... essential in our field, too.

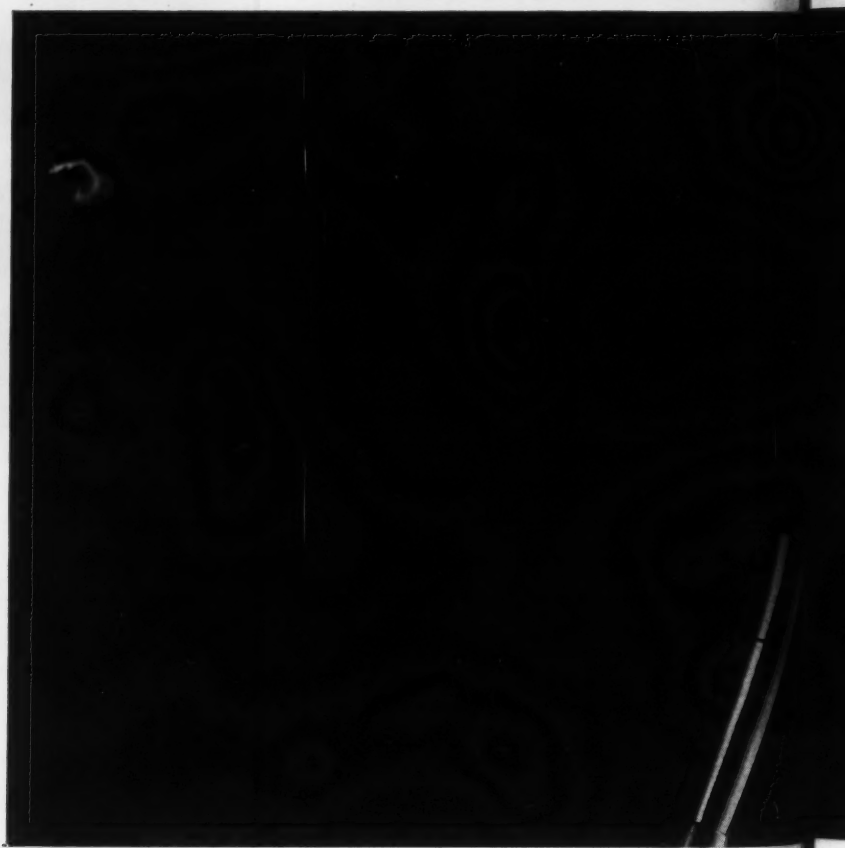
That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

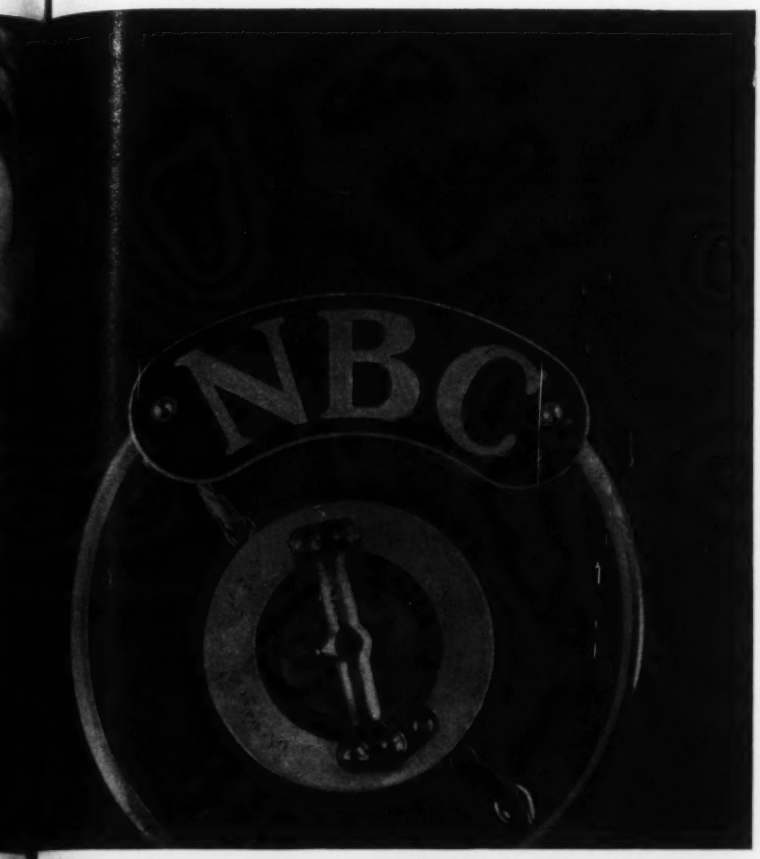
Reputations are built on care. We value ours.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

FROM CARBON MIKE ...TO LIVING COLOR!





Just thirty years ago Will Rogers was chatting with all America on the broadcast which marked the founding of the National Broadcasting Company's radio network.

But look what's happened since then.

The trumpet loudspeaker in the living room has given way to the 21-inch color screen. And radios are everywhere – in kitchens, cars, bedrooms, on beaches.

The people who chuckled at Will Rogers are laughing now at Sid Caesar and Bob Hope and Groucho Marx. The nation that loved Al Jolson and Fred Allen lights up at the sight of Perry Como and Steve Allen and Dinah Shore.

Since 1926, NBC has kept America in touch with the latest news, the latest tunes, the greatest stars of the time. The NBC chimes have helped to weld the continent together. And now the NBC color peacock is a welcome visitor in homes from coast to coast.

The names have changed, but the object remains the same: to give the nation its best-loved personalities and programs for the *next* thirty years.

NBC 30TH ANNIVERSARY

THE NATIONAL BROADCASTING COMPANY *a service of* RCA

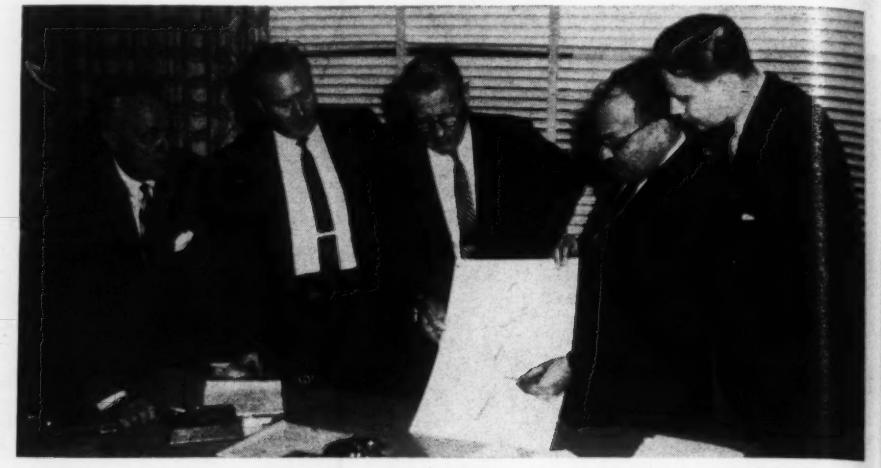
Blair Managers Meet in Chicago; Seminar Seeks Improved Service

WAYS of improving service both to client stations and to agencies and advertisers were explored by 17 executives of John Blair & Co., radio station representation firm, in a two-day seminar for Blair office managers in Chicago, company officials reported last week.

The meeting, first of its kind by the Blair firm, was held Nov. 30-Dec. 1 under the direction of a management team from New York headquarters, led by President John Blair and Executive Vice President Robert E. Eastman.

Speakers included Messrs. Blair and Eastman, who outlined future advertising and publicity plans, with Mr. Eastman also showing the firm's basic spot radio presentation; W. Ward Dorrell, vice president in charge of research, who analyzed existing audience measurement systems; Wells Barnett, assistant to the president, on rate planning and methods and philosophy of program analysis and evaluation employed by the Blair organization; Robert Walton, Blair farm director, who gave the company's basic farm broadcasting presentation; Ray Eichmann, sales development manager, on sales tools and new promotion projects, and Jackson Smart of the company's auditing firm on the organization's new pension retirement plan.

On hand for the two-day session, in addition to the headquarters management group, were Manager Paul Ray, Sales Manager Clifford Barborka Jr., and George Rapp, James Simons, Stuart Cochran and Robert Walton of the Chicago office; Charles Dilcher, vice president and manager of the Atlanta office; Tom Harrison, St. Louis manager; Frank Carter, Dallas manager; Charles Fritz, Detroit manager; Carleton E. Coveny, vice president and Los Angeles manager, and Heber Smith, San Francisco manager.



MESSRS. Dorrell, Eastman, Blair, Barnett and Eichmann at the first office managers seminar of John Blair & Co. discuss representative problems.

KCHA Opens Additional Studio

KCHA Charles City, Iowa, has established an additional studio in Waverly, Iowa, with Frank W. Arney as resident manager. First broadcast from the studio was made last week.

Mr. Arney, recently associated with KWWL-TV Waterloo, will write and broadcast news from Waverly and Bremer Counties for a daily program on KCHA. He also will be in charge of sales in that area.

KCHA also has a studio and resident manager in New Hampton, Iowa.

WFRV-TV Finishes New Tower, Part of $750,000 Expansion

WFRV-TV Green Bay, Wis., began using a newly-constructed 1,165 ft. tower Dec. 9, according to Soren H. Munkhof, executive vice president and station manager. The new tower is more than 600 ft. taller than the old one, he said.

The tower is the first completed part of a $750,000 plus expansion program which will include a new headquarters and studio building. A special program is planned for mid-January in honor of the new facilities. Ch. 5 WFRV-TV is a basic ABC-TV affiliate and also carries some CBS-TV programming with the maximum authorized power.

Sloan Returns to WPAT

JOHN F. SLOAN, account executive with Ziv Television Programs has returned to WPAT Paterson, N. J. as vice president and sales director, it was announced last week by WPAT President and General Manager Dickens J. Wright.

MR. SLOAN

Mr. Sloan will direct the station's business activities out of WPAT's sales office in New York City. He formerly was WPAT general sales manager.

Before joining Ziv, Mr. Sloan was with General Teleradio as sales manager of WOR-TV New York and KHJ-TV Los Angeles.

Auxiliary Antenna for KSTP-TV

KSTP-TV Minneapolis-St. Paul has recently completed installation of an auxiliary antenna system. The second antenna is mounted inside the stations 600-ft. triangular tower, above the 310-ft. level. It will provide a signal of 52 kw during adjustments and maintenance or an unforeseen emergency to the main antenna.

RETURN ON SOFT DRINK EMPTY: $50,000

SIX HOURS before its value would have dropped to $500, Mr. & Mrs. Ben Spawn of Dallas found a check for $50,000 written by Gordon McLendon, president of KLIF Dallas. The giveaway actually cost KLIF $6,350.

The station paid Lloyds of London $1,250 for insurance, calling for the London firm to pay 90% of the check's value if found, with the station paying the rest ($5,000 for KLIF). The other $100 was paid to a local insurance company to hide the check, which was hidden by insurance executive Ben Harris and he, alone, knew its whereabouts.

MR. SPAWN (l) receives his $50,000 check 'officially' from Dallas Mayor R. L. Thorton with the approval of the check's signer for KLIF, Mr. McLendon (c).

KLIF broadcast twice-daily clues, provided by Mr. Harris, as to the check's location. After listening to the clues, Mrs. Spawn told her husband: "Let's go find that check, I know where it is." Mr. Spawn, a lathe operator for a plastering company, decided to "humor her whim," which led to the $50,000 find. It's estimated that the Spawns will get to keep about $32,000 after taxes.

Mr. McLendon said that approximately 7,000 persons had been looking for the "treasure" in freezing weather when Mrs. Spawn interpreted a clue correctly. The check was placed in a soft drink bottle and half buried alongside a busy Dallas street.

How he will spend the money is no problem for Mr. Spawn. Admittedly deep in debt, he says: "My creditors have been awfully good to me, now I'm going to be good to them."

This handsome plaque, denoting 25 years of service to the Community Chest of Wheeling, was presented to WWVA in October of this year. It is but one of many citations which adorn the walls of our studios which commemorate the widespread and constant Public Service activities of WWVA.

Since 1926

the Radio Service Station to the Industrial Heart of the Nation

These have been thirty wonderful years . . . years made happy and profitable by the friends we have made, the people whom we have served and the advertisers and advertising agencies which have helped us serve them. For twenty-five of these thirty years WWVA has been owned and operated by the Storer Broadcasting Company, now celebrating its 25th anniversary in the radio broadcasting field.

A STORER STATION

WWVA

JOHN BLAIR & COMPANY

WHEELING, WEST VIRGINIA

50,000 WATTS • 1170 KILOCYCLES • CBS RADIO

'FAST BREAK' FOR FAST SALES

FINDING that its play-by-play descriptions of area high school basketball games were appealing only to a limited audience, KMA Shenandoah, Iowa, came up with *Fast Break*, which not only increased its audience but also upped the station's revenue on Tuesday and Friday nights by more than 300%.

Fast Break gives the scores of some 30 high school games every quarter, leading scorers and a liberal serving of "bouncy-type" music, plus spots from local and national advertisers. KMA Sales Promotion Director Toke Nelson said the 3½ hour program replaced the regular game broadcasts because the original audience was limited mostly to those fans of the two teams being broadcast. "And some listeners, when we queried them, said that in basketball they don't enjoy the description too much because it moves so fast. Rather, they just listened for the scores periodically," he said.

Giving the fans scores of several games, with music, seemed the logical solution. A six-man staff, consisting of Mr. Nelson, Dean Naven, Ralph Childs, John Springer, Neil Bachman and Cecil Hamilton, are on hand to take the scores, via phone, from correspondents at the game and play the records. If the score being reported is one of wide interest, the correspondent goes on the air live with his report.

"And, in addition to reporting the scores, some of our correspondents have a good nose for news and also give us exclusive scopes on the weather conditions, unusual stories, accidents, fires and news items," Mr. Nelson reports.

Eighteen spots, one on each program or two weekly on the same night, on *Fast Break* are sold for $65. Two spots per night (total of 36 spots) go for $100 and individual spots are $5 each or six for $25. "Our revenue is more than three times the revenue we realized when we went out to set up a remote (for a single game broadcast)—where we had to use an engineer, play-by-play man, commercial man," Mr. Nelson says.

The music and scores show is being promoted heavily on KMA, in newspaper advertising and by window cards.

Winds Topple WMT-TV's Nearly-Finished Tower

WINDS in excess of 50 miles an hour last Monday blew over the nearly-completed, 1,250 ft. tower of WMT-TV Cedar Rapids, Iowa. The new tower, which had not yet been permanently anchored at the top, twisted in the strain of the winds, then collapsed into a tangle of steel and cable on the ground.

When winds started whipping the top of the tower in the morning, workers, who were attaching the top set of permanent guy wires, were called to the ground. A short time later the top section twisted off and fell. As it came down, it pulled the cables anchoring the rest of the tower and section by section the entire structure came down.

"We're thankful no one was injured in the tower collapse," said WMT-TV General Manager William Quarton.

The falling steel also missed the station's new transmitter building at the foot of the tower, which was being constructed near Walker, Iowa.

Mr. Quarton said that the tower, made by the Dresser-Ideco Co., Columbus, Ohio, and being constructed by the Sego Construction Co., Dallas, under contract to RCA, would be rebuilt as soon as possible but that no immediate estimate has been made as to when work would start.

FIVE MONTHS' work became a tangled wreckage when WMT-TV's tower crashed to the ground.

Six Ounce Radio Keyed to WKRC To Be Sold in Cincinnati Market

A SIX-OUNCE radio, smaller than a cigarette pack and keyed to WKRC Cincinnati, is to be placed on the market this month by Newsette Manufacturing Corp. in that Ohio city.

The radio, called the "Newsette," is a superhetrodyne model tuned and locked to receive only WKRC at 550 kc. Individual reception is permitted by a cord and ear piece similar to those used on hearing aid devices.

According to Charles Lipman, president of the manufacuring concern, the transistor radio has been tested successfully within a 25-mile radius of Cincinnati. It will sell for between $10 and $12, he said.

WCKR Installs New Transmitter

WCKR Miami, Fla., placed a new 5 kw RCA high fidelity transmitter into operation with sign on Dec. 7, according to Niles Trammell, president of Biscayne Tv Corp., licensee of the station. Owen Uridge is WCKR manager and installation was under the direction of Chief Engineer Gene Rider.

Calif. Microphone Ban Draws KNX Protest

KNX Los Angeles has protested the barring of its microphones from the hearing of the California Un-American Activities Committee in the state building there last Monday.

Jack Beck, news director for KNX and the Columbia Pacific Radio Network, said the action of the committee chairman, State Sen. Hugh Burns (D-Fresno), was an "arbitrary exclusion" of one branch of the "press." KNX news broadcasts on Monday called attention to the threat to freedom of the press in limiting coverage of public hearings by radio and television, he said.

Sen. Burns said that microphones were barred because it was against the policy of the committee and because microphones picked up the by-play and small talk around the committee table. The ban has been in effect for many years on live coverage although silent movies and photos are allowed.

News Director Beck said that it has long been the policy of CBS News to protest every limitation placed on radio reporting and "we will continue to do so in every way possible. The implication of Sen. Burns' statement is that a limited or expurgated version of the committee hearings is better for public consumption than a free and complete coverage. We do not agree with this view at all."

Mr. Beck pointed out that, by contrast, the House Un-American Activities Committee hearing held in Los Angeles the previous week was not closed to radio-tv, with local stations providing coverage.

"The activities of the Burns committee should certainly be a matter of free and public record," Mr. Beck said. "To hold that comments passed by committee members or committee counsel in open public meetings of the body should in some way be privileged is indefensible. It inhibits the constitutional privilege of the press or news media to report without censorship that which is in the public interest."

Gene Barnes, cameraman for NBC-TV, related that his network was all set to cover the hearing with sound film but was advised that only silent film would be allowed. He said the committee was "very polite" in its refusal and indicated it would consider revision of its ban next year. Others covering by silent film were CBS-TV, KTTV (TV) Los Angeles and Hearst Telenews.

Judge's Threat Against Keen Studied by KFMB-TV, NARTB

THREAT of a California judge to cite a KFMB-TV San Diego newsman if he continued interviews with witnesses after they had testified in a kidnap trial is under scrutiny by NARTB as well as station executives.

George Whitney, vice president-general manager of the Wrather-Alvarez station, said Wednesday the threat against KFMB-TV's Harold Keen focuses attention on the right of a judge to tell a broadcaster who can be interviewed, involving a serious threat to freedom of communication.

Judge John A. Hewicker of the State Su-

LOOK AT THESE PHENOMENAL NIELSEN RATINGS SCORED BY...

SCREEN GEMS

JUNGLE JIM

STARRING JOHNNY WEISMULLER

IN THE TOUGHEST COMPETITIVE MARKETS!

ATLANTA	BOSTON	DETROIT	ST. LOUIS
WLW-A	WBZ	WXYZ	KWK
30.6	28.6	28.0	27.2

AT THE PEAK OF THE TV SEASON!

Call today for availabilities on these 26 exciting half hour TV adventure films!

IN THE EAST	IN THE MIDWEST	IN THE SOUTH	IN THE FAR WEST	IN CANADA
Ben Colman	Henry Gillespie	Frank Browne	Richard Dinsmore	Lloyd Burns
Pl. 1-4432	Franklyn 2-3696	Emerson 2450	Hollywood 2-3111	Empire 3-4096
New York, N. Y.	Chicago, Ill.	Dallas, Texas	Hollywood, Cal.	Toronto, Can.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

711 FIFTH AVENUE, NEW YORK, N. Y.

perior Court warned Mr. Keen he would be cited if he interviewed any more witnesses in the Ruth Latham kidnap-attempted murder case, even after they had completed testimony and had been excused. Mr. Whitney observed that little legal precedent has been established on the question.

Robert L. Heald, NARTB chief attorney, said his department is looking into the issues as well as reviewing precedents.

WIBW-TV Allowed Pickup From Kansas Supreme Court

FIRST telecast of Kansas Supreme Court took place Dec. 7 as WIBW-TV Topeka filmed a session at which three retiring justices were honored. The room was filled with federal and district judges as well as bar association officials.

Gene McKinney and Gary Britian of WIBW-TV picked up the court session, operating free of restrictions on lighting and camera placement. They felt the work had been done without disrupting proceedings or detracting from the dignity of the court.

The Kansas court had previously refused permission for a similar pickup. Only one state district court has allowed still photos. Motion picture and tv filming have not been allowed in the lower tribunals.

Target For Auto Sales; Women Daytime Viewers

SELL new cars by selling to women through daytime spot television. That's the message of a new presentation prepared for automotive advertisers and their agencies by the television division of Edward Petry & Co., station representatives.

The study points out that one-third of the nation's drivers are women, compared to 24% in 1940, and that even the back-seat drivers are influential in deciding when and what new car to buy. Moreover, the study continues, the younger and larger family units represent both the largest automobile market and the largest tv viewing groups. And families that watch daytime television, according to research by W. T. Simmons Co., are more apt to own a car—or cars—than those who don't own television or who watch tv only at night.

The Simmons study, made in 1954 among 2,861 housewives in all sections of the U. S., shows:

	Daytime Homes	Non-Daytime Tv Homes	Non-Tv Homes
Own one or more cars	79.9%	66.7%	63.4%
Own one car	65.7	56.9	55.2
Own two or more cars	14.2	9.8	8.2

Spot television's flexibility and the efficiency and economy of daytime television, the presentation concludes, form a combination that enables automotive advertisers to "influence the woman in the new car buy . . . through her favorite showcase—her own tv screen." A "typical" campaign of morning and afternoon announcements and participations on 133 stations in 106 markets, it is pointed out, will deliver 1,370 announcements reaching an unduplicated total of 13.7 million homes an average of 3 times a week, making a total of 41.1 million sales impressions at a weekly cost of $57,000—or $1.40 per thousand impressions.

Annual Yule Projects Launched by Stations

RADIO and television stations throughout the United States last week were in the midst of their annual Christmas projects. Among stations reporting to B•T were the following:

WNAC-TV Boston is presenting its second annual "Noel New England" on Dec. 22. The program, a "Christmas card" to sta-

ADDED TOUCH TO BLAIR LETTERS

SLENDERELLA CREDITS ITS SUCCESS TO SPOT RADIO
2 OUT OF 3 WOMEN LISTEN TO SPOT RADIO BEFORE SHOPPING
8 MILLION PORTABLES
SATURATION RADIO'S IMMEDIACY FACTOR
NEVER LETS YOUR CUSTOMERS FORGET
35,000,000 HAVE RADIO
HEINEKEN'S IMPORTED BEER SCORES 100% SALES INCREASE VIA SPOT RADIO
SPOT RADIO "BRINGS SCHWEPPES ADVERTISING TO LIFE"

AGENCY PEOPLE shortly will find themselves on the receiving end of "postal presentations."

John Blair & Co., radio station representation firm, has come up with a device which its officials think will help solve two problems at once: (1) that of continually reminding people of radio's size and advertising efficiency, and (2) that of attracting attention to the mail they send out.

The device: A series of stamps, each highlighting a selling feature of spot radio in words and pictures, to be attached to all mail sent out by Blair, its nine offices, and its client stations.

The stamp approach was devised by Ray Eichmann, sales development manager, who already has designed a score or more different stickers.

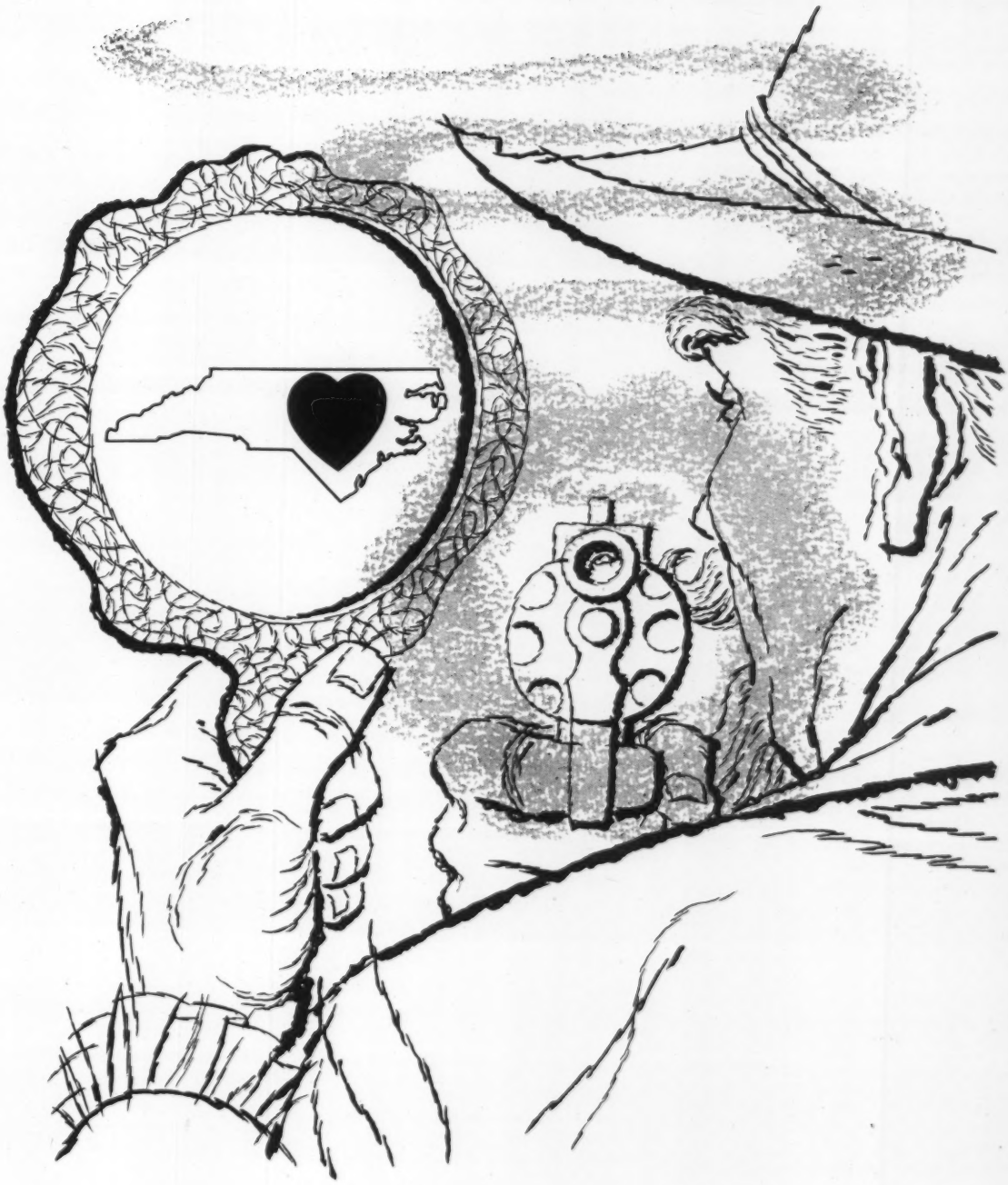
"If every timebuyer gets a pound of mail a day—and they must get that much, at least—you can imagine that it takes something different to get attention directed to a specific letter," Mr. Eichmann explains. "We think these stamps will help do the trick. We think they'll also serve another important purpose in not letting agency people forget that spot radio not only reaches virtually everybody, but, more importantly, moves goods for the advertiser."

In addition to their use on all mail, the stamps can be used to make a miniature "presentation" in letter form. For example, a letter prepared for Paris & Peart, designed to get client A&P into spot radio, employs seven picture stamps, and, also like a standard presentation, uses a minimum of copy to get the points across.

The A&P letter starts off with a stamp depicting a housewife listening to radio while engaged in housewifely chores. It points out that "spot radio harmonizes with the busy life of young housewives," then cites research data showing that 95% listen to radio every week, 80% listen daily an average of 2¼ hours, and favorite listening places are: kitchen 38%, bedroom 20%, living room 17%, automobile 9%.

Copy picks up to point out that "housewives are without a doubt the backbone of A&P's business" and that "spot radio is an ideal medium for reaching the housewife market because . . ." —and then there's a stamp showing a woman pushing a grocery cart and reminding that "two out of three women listen to spot radio before shopping."

Succeeding stamps—with just enough copy to sharpen the point—note that "one out of 10 women listen on way to shop," and call attention to a series of radio success stories in the grocery product field: Chock Full o' Nuts Coffee "skyrockets to third place via spot radio"; the Pepsodent "Where the Yellow Went" campaign, and Contadina tomato paste's report that it "practically sold out of product due to spot radio."



THE MOST IMPORTANT TELEVISION STATION IN THE RISEN SOUTH

Pow. Make like a sharpshooter because you can't miss. Channel Five has (at long last) come alive in a market as big as the side of a barn. Ain't no one station covered this $2 billion heart-of-Carolina market until now. NBC-TV. 288,745 sets, maybe a couple more. 100,000 unhampered watts. H-R.

CHANNEL 5 WRAL TV

RALEIGH NBC NORTH CAROLINA

tion's viewers, will present typical scenes of Christmas in New England.

WATV Newark, N. J., has presented a one-hour television version of the Fairleigh Dickinson University's annual Christmas show.

WWHG-AM-FM Hornell, N. Y., and the area's firemen are cooperating in collecting, repairing and repainting toys for their annual "Operation Helping Hand" program. The toys will be distributed to needy children at Christmas.

WMAL Washington is conducting its annual Country Store Drive to collect food for needy children at Christmas. The station has placed its mobile unit in front of three local grocery stores and originates its broadcasts for donations from these stores.

WDVA Danville, Va., has launched its ninth annual Penny Parade, which finances the community's annual Christmas party for underprivileged children.

WTVJ Miami is holding its third annual Christmas party in collaboration with the Jim Dooley Fishing Club at Miami Stadium on Dec. 22.

WAKE Atlanta, Ga., is planning to award a 1957 Plymouth Belvedere on Christmas Eve as the climax of its year-long Lucky Drivers License Number contest.

WCOA Pensacola, Fla., has arranged for Santa Claus to appear daily from its mobile studio set up in front of a local department store.

WWJ-TV Detroit is telecasting eight special holiday programs which will feature various choral groups, visits to Christmas parties and a midnight mass at a local church.

KLZ Denver, Colo., has launched its annual drive to obtain clothes and toys for the children of Ridge Home.

KITE San Antonio, Tex., is presenting Santa Claus' departure from the North Pole, his trip and arrival at San Antonio.

KPHO-TV Phoenix has decorated its tower with Christmas lights, said to be visible 20 miles away.

A Christmas tree with 2,300 25-watt light bulbs was placed atop Capitol Tower Bldg., home of Capitol Records, Hollywood.

KFMB-TV San Diego has established a Friendship Tree in a local children's hospital. People are asked to send Christmas cards which will be placed on the tree.

KPIX-TV San Francisco is showing films from *K Pixie Kiddie Kartoons* to children in hospitals, orphanages and institutions.

KMGM-TV Cites Film Impact; Announces New Rate Increases

STRENGTH of newly-acquired MGM feature film product in the Minneapolis market was pointed up last week in a special report by Sy Weintraub, president of United Television Inc. (owner of KMGM-TV Minneapolis). MGM has a newly-acquired 25% interest in the station [AT DEADLINE, Nov. 5] which started programming its MGM feature package on Dec. 8.

With the MGM film product, Mr. Weintraub asserted, the station has been able to build its other program schedules and business, signing "more than a quarter million dollars" in less than two weeks. He met with newsmen in New York Tuesday to report on what he said has been a station increase in sales, ratings, promotion and rate card.

On the sales front, Mr. Weintraub said the independent station has sold out the weekend run of the product (9-11 p.m., Saturdays and Sundays) and that an expanded schedule, beginning about Jan. 1, of across-the-board showing of MGM pictures, already had two nights sold to a national advertiser. Said Mr. Weintraub: "KMGM-TV is convinced it can compete with the networks on this [feature film] basis." He noted that the station now is programmed "99% in film."

National advertisers newly-signed include Viceroy cigarettes, Hit Parade cigarettes, Maybelline and Carter Products.

Station rates, effective the week of Dec. 3, were increased from $600 to $1,500 for one-hour Class A time and from $120 to $275 for a Class A spot, Mr. Weintraub revealed. He estimated that the station now programs about 14 film features a week plus syndicated shows and other film.

The station's representation firm—The Branham Co.—has held daily presentations in New York to about 20 timebuyers per day on the KMGM-TV and MGM programming. In Minneapolis, the station heavily promoted the package with a four-day appearance of Betty Furness both on the air and at department stores and local clubs; parties for agency and advertiser personnel; a local beauty contest; radio and tv spots; newspaper ads and features, etc.

WFBL Syracuse has signed George P. Hollingbery Co. as its national sales representative. At the contract signing are (l to r) F. Edward Spencer Jr., New York head of Hollingbery; Tom J. Warner, newly-appointed national sales manager of the broadcasting division of the Founders Corp., which operates WFBL, and Fred F. Hague, president of Hollingbery Radio Sales.

Mrs. Custer, WGIL Pres., Dies

MRS. Olive Francis Temple Custer, president of the Galesburg Broadcasting Co. (WGIL Galesburg, Ill.), died Dec. 9 following a long illness. She also was president of the Galesburg Printing & Publishing Co. (*Galesburg Register-Mail*) and was the widow of Omar Nixon Custer, banker and western Illinois Republican leader. Her grandson, William Pritchard, is manager of WGIL and publisher of the newspaper.

REPRESENTATIVE APPOINTMENTS

KHEP Phoenix appoints Bolling Co.

WTSP St. Petersburg, Fla., appoints Weed Co., N. Y.

WRAD Radford, Va., appoints Robert S. Keller Inc.

WTOW Towson, Md., appoints Breen & Ward, N. Y.

REPRESENTATIVE SHORT

Adam Young Inc., N. Y., moves its offices to 3 E. 54th St. Telephone: Plaza 1-4848.

STATION SHORTS

WSTP Salisbury, N. C., has moved to combined studio-transmitter-office building at 1105 Statesville Rd.

KEYT (TV) Santa Barbara plans to maintain full-time office in Santa Maria, both Calif., for the use of Robert A. Allen, northern account executive. Address correspondence to Robert A. Allen, KEYT (TV) office, Santa Maria Inn, Santa Maria, Calif.

WSVA-TV Harrisonburg, Va., scheduled to begin live studio telecasting on Dec. 15.

KOVR-TV Stockton, Calif., appoints Golden-George Adv., same city.

KTXL San Angelo, Tex., and KARY Prosser, Wash., signed as affiliates of Keystone Broadcasting System, giving KBS total of 914 affiliates.

CKLW-TV Detroit has joined National Telefilm Assoc. Film Network.

WDEF-TV Chattanooga, Tenn., began operating on increased power of 316 kw, Dec. 10.

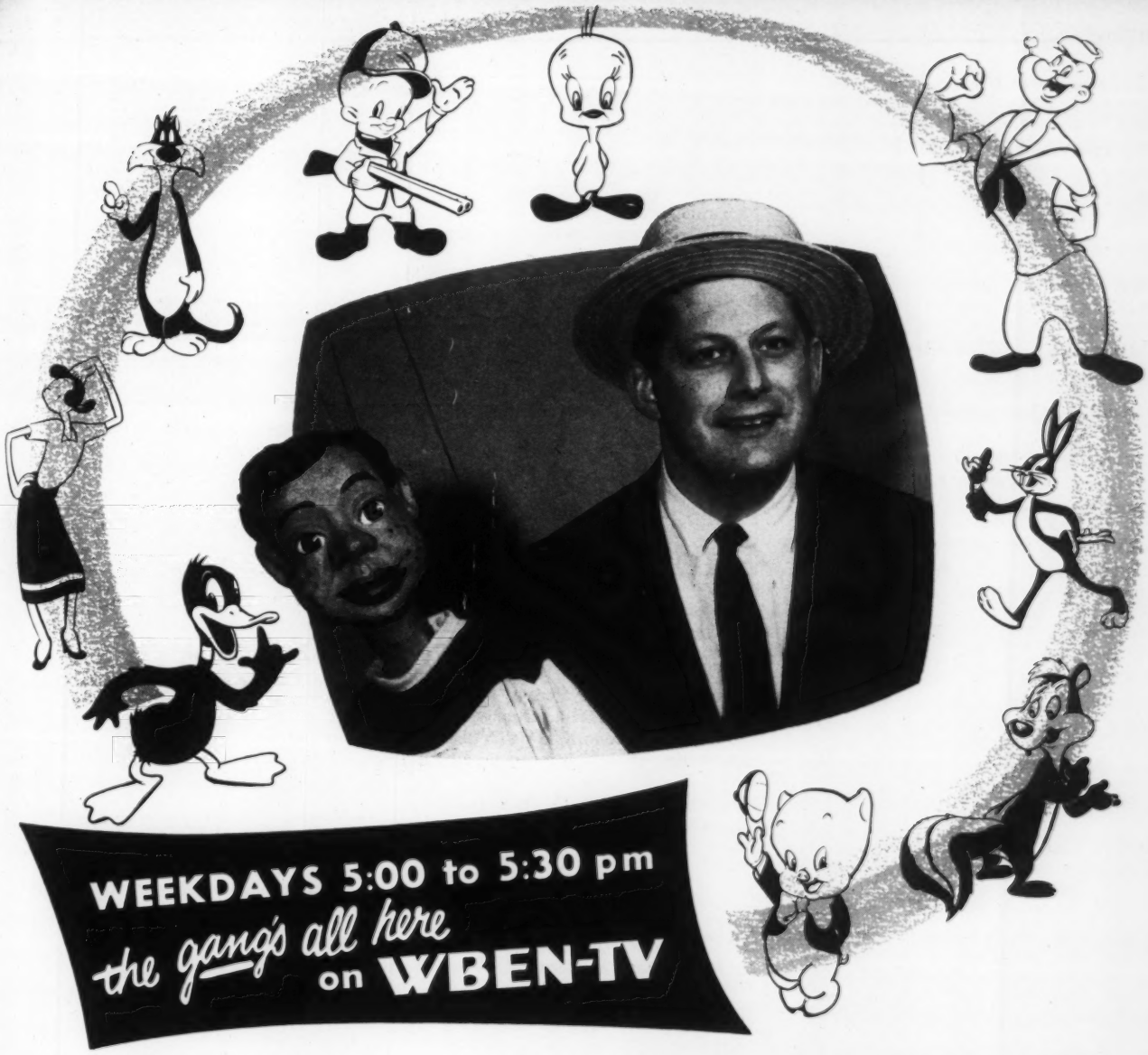
STATION PEOPLE

John H. Norton Jr. elected chairman of board, Oliver Broadcasting Corp. (WPOR Portland, Me.), succeeding **John M. Kimball.** Mr. Norton is also vice president-general manager of WMTW (TV) Poland Spring, Me. WPOR is radio affiliate of WMTW (TV).

Bob Chappelear, WBAP-TV Fort Worth cameraman-newscaster, killed in automobile accident Nov. 26.

Todd R. Gaulocherm, account executive, WAVE Louisville, Ky., to WLW Cincin-

SALEM (Ore.) Mayor Robert White flips the switch that boosts the power of KGAY Salem from 1 kw to 5 kw. Checking the operation are John Truhan (l), part owner of the station, and General Manager Earle Headrick.



in Uncle Mike's CHILDREN'S THEATER

Children in Western New York are no different than tykes in Toledo or kids in Kansas City. They love a good cartoon show . . . a perky puppet . . . and an adult adroit at weaving delightful fantasy.

"Live" and likeable, Uncle Mike Mearian and his puppet-pal Buttons have developed this formula of fun that has won a large and loyal audience of youngsters who influence parent purchases.

If you want to make your mark in New York State's second largest market take your place with your product upstage in Children's Theater. No other area station boasts so popular a locally produced children's show . . . no other station covers the market as does WBEN-TV.

Ask Harrington, Righter and Parsons, our national representatives, for complete information on spots and participations, or call us direct.

WBEN-TV

CBS IN BUFFALO

your dollars count for more . . . on ch. 4

nati's New York office, as account executive.

Emil Bergdqlt, film buyer and sales executive at WKRC-TV Cincinnati, has joined WLWT (TV) Cincinnati as account executive.

Dick Batchelor, radio account executive, WDBO-AM-FM-TV Orlando, Fla., to tv account executive for station.

Perry Walders, national sales manager, WTTG (TV) Washington, to WGMS-AM-FM, same city, as sales manager. **Martin Calle,** account executive, WTTG named local sales manager.

Richard A. Moore, president-general manager of KTTV Inc., licensee of KTTV (TV) Los Angeles, elected director of Times-Mirror Co. *(L. A. Times).* He succeeds **T. B. Cosgrove,** who died recently.

Nick Bolton, radio sales representative, Katz Agency, Chicago, to WNAX Yankton, S. D., as commercial manager.

Sam Sabean, WISK St. Paul, Minn., promoted to station manager. **Bob Mitchell,** WBBQ Augusta, Ga., to station as music director, and **James Foster,** KCUE Red Wing, Minn., to WISK as traffic director.

Don Anderson, chief accountant, KPHO Phoenix, promoted to office manager for KPHO-AM-TV.

Audrey Hunt, executive secretary-assistant office manager, KJBS San Francisco, appointed merchandising director.

Stan Barclay, James Gustafson and **Jackson Lowe** join sales staff of WOL Washington.

Louise Cox, Bennettsville, S. C., policewoman, to WBSC, same city, sales staff.

Fred Eichhorn, operations manager of KXL Portland, Ore., and **Nancy Wells,** director of home economics KIEM-TV Eureka, Calif., to KGW-TV Portland, Ore., as program assistants.

Chuck Stockford, Al Whidden Agency, Tampa, to WSUN-AM-TV St. Petersburg, both Fla., as promotion assistant.

Dave Lee, formerly on news staff of WBEL Beloit, Wis., and recently with U. S. Army, to WLBK De Kalb, Ill., as news editor. He succeeds Bob Finan, resigned to join staff of *Kankakee Republican.*

Ivan Jones, KGW Portland, Ore., to KGW-TV as farm editor.

Jerry Gordon, local sales manager, WWNH Rochester, N. H., to WTAC Flint, Mich.

Dick Mason, Detroit free lancer, and **Chuck Lewis,** WBCK Battle Creek, to WPON Pontiac, both Mich., as disc jockeys.

James R. Brunsell, production facilities coordinator at WNBQ (TV) and WMAQ Chicago, appointed supervisor for staging services in production facilities department.

WCKY'S WINTER WARNINGS

WCKY Cincinnati has instituted a school emergency radio warning system for the winter season, and nearly 500 public, parochial and private schools—with a total enrollment of approximately 150,000—are cooperating.

WCKY News Director John Murphy, under whose supervision the warning system functions, explained that principals and administrative executives of the area schools have received special kits detailing the operation of the plan and containing bulletin board notices, emergency telephone cards and "home notice" cards for pupils to give to their parents.

Authorized school representatives, whose names are on file at the station, notify WCKY's news department at any time, day or night, of any emergency closing. The station then broadcasts such information at 6:30, 7, 7:30 and 8:30 a.m. and at other times should the situation justify it.

Parents are informed by the "home notices" of this broadcast service and are able quickly to know whether or not the schools which their children attend are affected by an emergency by simply turning their radio sets to WCKY's frequency.

R. M. Fleming, the station's promotion director, explains the value of the system this way:

"Aside from the public service aspect of this promotion any station should be happy (as we are) to get its call letters into approximately 150,000 homes in its listening area on a more or less official sanction from their own school systems."

Alice L. Sinele to KMPC Los Angeles traffic department; **Patricia Holland** to WFLA-TV Tampa; **Merrill Dimick** to KSL-TV Salt Lake City maintenance crew; **Neil Patterson** to KWWL-TV Waterloo, Iowa, as projectionist; **Richard Hill, Donald K. Davis** and **Robert Vance** to KBTV (TV) Denver as cameramen. **Dick Gassaway** to KEPR-TV Pasco, Wash., as announcer and **Max S. Atterberry** to WEEK-TV Peoria as film editor. All are recent graduates of Northwest Radio-Tv School.

Arlene Golden, KGFJ Hollywood, named music librarian.

Del Clark to WJJD Chicago as disc jockey replacing **John McCormick,** resigned, to WDSU New Orleans.

Alfred S. Leibert, WTNJ Trenton, N. J., to WGBS Miami as disc jockey.

Jim Barkley, KSUM Fairmount, Minn., program director-disc jockey, to KVTV (TV) Sioux City, Iowa, announcing staff; **John Nyberg** to KVTV accounting staff and **Marge Hinshaw** named hostess of station's new show, *At Home with Marge.*

W. J. Hecht, engineering department, WHBU Anderson, Ind., promoted to assistant manager in charge of technical operations.

Bob Dale, announcer, WEWS (TV) Cleveland, to KFMB-TV San Diego in similar capacity.

Gene Fallon, freelance announcer in N. Y., to announcing staff, WHLI Hempstead, L. I.

John Seaver, WQXR New York, to KCBS San Francisco engineering staff.

Peri Ranney, reporter, *St. Petersburg Times,* to WSUN-TV St. Petersburg, Fla., promotion department. **Earl Wood,** WRC-AM-TV Washington, named announcer and production assistant for WSUN-TV, and **Harold Nosti,** Tampa-St. Petersburg artist, joins art department. **Harry Williams,** WLW Cincinnati, to WSUN-TV as announcer.

Ken Martin, chief anouncer, WLBD Atlantic City, to staff announcer for WHLI Hempstead, N. Y.

Anne Glasner, WGN-TV Chicago to continuity department of WBBM, same city.

Dave Archard, WMYB Myrtle Beach, S. C., and **Jerry Gross,** WVOS Liberty, N. Y., both announcers, to WLDB Atlantic City in similar capacities.

Frank Butler, freelance announcer, joins WCCO Minneapolis-St. Paul as newscaster.

Red Jones, KTAE Taylor, to KTEM Temple, both Tex.

Hugh Smith, formerly of United Press, to WCCO Minneapolis-St. Paul as news writer.

Mrs. Gene Jones, Edward S. Kellogg Agency, L. A., to KGMB-AM-TV Honolulu as secretary.

George C. Biggar, president-general manager, WLBK De Kalb, Ill., elected vice president of De Kalb Chamber of Commerce.

Edgar Kobak, president of WTWA Thomson, Ga., appointed head of 1957 Easter Seal appeal in New York City.

C. L. Thomas, vice president-general manager, KXOK St. Louis, elected for three-year term to Goodwill Industries of St. Louis.

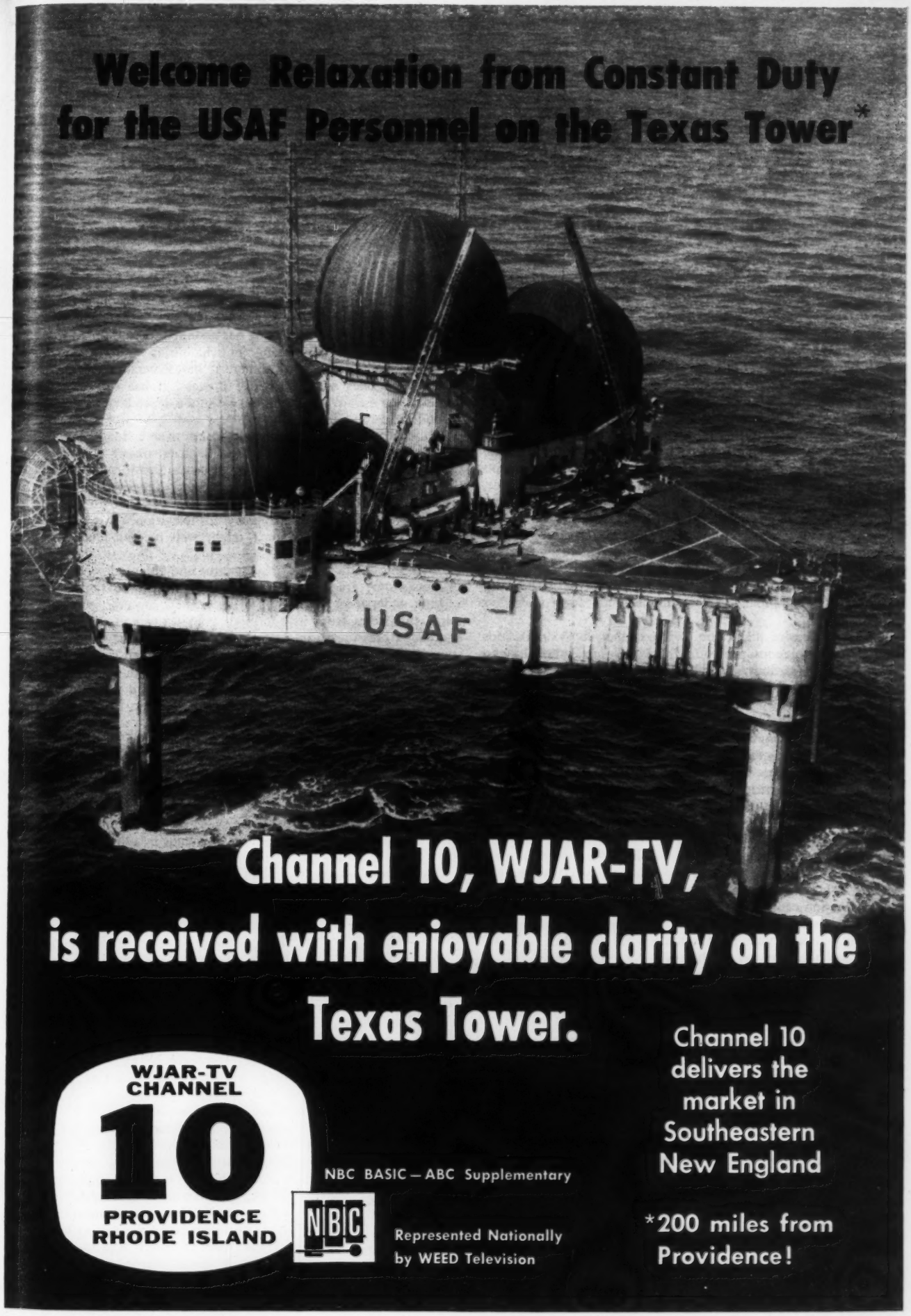
Jules Herbuveaux, NBC vice president and general manager of WMAQ-WNBQ (TV) Chicago, appointed vice chairman of Chicago Better Business Bureau.

Hawthorne D. Battle, president, WCHS-AM-TV Charleston, W. Va., appointed to Advisory Council on Naval Affairs for Fifth Naval District.

Robert T. Mason, general manager, WMRN Marion, Ohio, named chairman of Sixth Annual Ohio Apprenticeship Conference.

Bob Roberts, KGMB Honolulu, selected by Honolulu Japanese Junior Chamber of Commerce to judge area's Voice of Democracy contest.

Ken Wayman, news director, KTIV (TV) Sioux City, Iowa, father of girl, Nov. 19.


Welcome Relaxation from Constant Duty for the USAF Personnel on the Texas Tower*
USAF
Channel 10, WJAR-TV, is received with enjoyable clarity on the Texas Tower.
WJAR-TV CHANNEL 10 PROVIDENCE RHODE ISLAND
NBC BASIC — ABC Supplementary
NBC
Represented Nationally by WEED Television
Channel 10 delivers the market in Southeastern New England
*200 miles from Providence!

THREE CHALLENGES FOR NBC'S FUTURE

- **President Sarnoff says industry needs to be understood**
- **'Toboggan of decline' seen if film overtakes live tv**
- **Network announces pilot project to aid educational tv**

NBC PRESIDENT Robert W. Sarnoff deviated from the norm of anniversary speakers last week when he addressed NBC affiliates celebrating the network's 30th anniversary with a four-day Miami holiday. In the convention's major address he posed three major challenges: (1) to improve understanding of networks on the part of government, the press and the public; (2) to avoid excessive reliance on Hollywood film product that could put the networks out of business, and (3) to foster educational television. His remarks are contained in the condensed text which follows.

THE FIRST network show was not important just because the initials of the network were NBC. It was the process it put into motion that had significance. Hundreds of individual stations, with irregular, makeshift programming, lacking audience interest, and without an economic basis for growth or even survival—this was the radio picture in 1926. The unifying force of the network service started the evolution of an American communications system that today reaches the world over, that is more watched, more listened to, and more relied upon—particularly in times of peril—than any communications form man has devised.

Today the service that came to life in the old Waldorf finds itself in an ambiguous position. There are four national radio networks, 2,800 stations, 140 million receivers. Never has a communications medium achieved such totality of national coverage. Yet none of the networks, I suspect, is contributing many nickels this year to stockholder dividends; and the struggle to develop a permanent economic base for a service of such enormous national importance continues.

Even so, the picture is hopeful. At the 30-year mark, network radio is finding the bedrock of essential service and is beginning a modest rebound—turning from the things that television can do better, focusing on the things it [radio] can do best.

In the camp of one radio network, at least, there is no intention of hoisting the white flag. We have plunged upstream, against the current, to find new types of audience and advertiser service. At long last, I believe, we are approaching a base on which our radio operation can not only be maintained, but can grow in stature as an important public service. I am encouraged to say this because of the solid support our new proposals have received from our radio affiliates. Together we are underwriting a determined campaign to restore network radio's usefulness and strength.

On the other side of the broadcast coin, television has renewed with great vibrance the cycle of network growth. The three tv networks reach nearly all the country. Four hundred fifty-two commercial stations now function—the vast majority profitably—and the science and art of communicated sight have become a billion-dollar business. In mounting frequency, the television signals that blanket America are being infused with color—true color, color as nature created it. More than 230 stations now carry network-originated color shows, and major programs are telecast by NBC on a daily basis.

UP TELEPHOTO

Brig. Gen. & Mrs. Sarnoff at Miami

The 30 years of networking parallel the 30 years of the nation's greatest industrial growth, and the relationship between the two is more than casual. Broadcasting has assumed the multiple functions of advertising, marketing, merchandising and, in effect, pre-selling the American consumer. It has streamlined a once-cumbersome sales and distributive process. It has served as a prime mover in advancing the gross national product this year beyond the $400 billion mark.

While a commercial message may occasionally be long, tedious, or—heaven forbid—even annoying, the true import of broadcasting's commercial aspect is that it possesses the priceless power to move merchandise, to create new mass consumption desires in a nation that consumes its way to prosperity, to strength and to security. Were this power stripped from television, the repercussions on the national economy might well be immediate and fearsome.

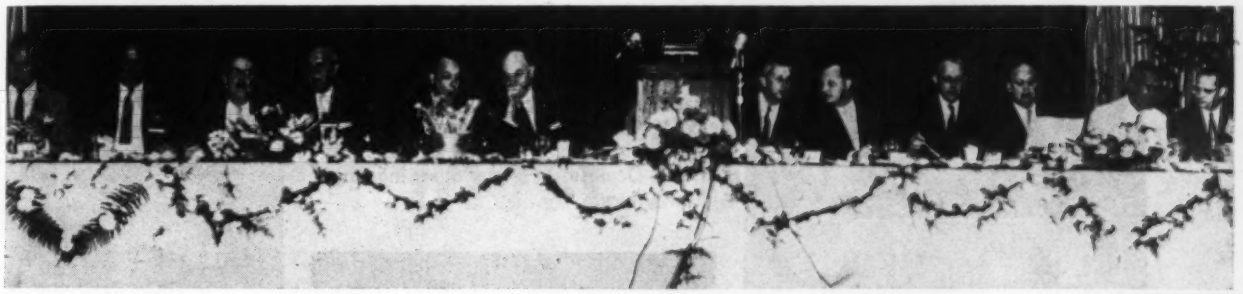
It is ironic that a service of such value and potential, with such an outstanding track record over 30 years, should find itself so little understood at the time of its greatest success. In part, I think, this stems from its enormous complexity and the widely conflicting pressures brought to bear on it. One hand deals with sponsors and agencies, with talent and agents, with outside producers and film groups. A second hand deals with hundreds of stations, managed by rugged individualists; a third with government officials. A fourth hand deals with the press, and, above all, with a sensitive public that can, in turn, be warm, irascible, enthusiastic or plain, downright angry. Pretty soon you run out of hands.

Public sensitivity toward broadcasting is truly the Eighth Wonder of the World. Jimmy Durante once said that "everybody wants to get into the act." He must have been thinking of networks in the year 1956 when he said it. Congressional investigations, inquiries by public agencies, demands by other television interests, have come faster than free plugs on a Bob Hope Show.

One of our tasks is to explain ourselves to government. The past year has been a wave of investigations questioning functions inherent in the network system. Our operating practices have also been under a drumfire of attack by outside interests. If these basic practices were prohibited, networking itself would cease to exist. A great deal of value would disappear from American broadcasting.

Yet, I am confident this will not happen, for there is really only one issue: will the public be hurt or helped if the network system is dismantled? When all the facts are weighed on the scales of public interest, I am sure the balance will be heavily in favor of the present network structure.

And while we seek to explain ourselves to governmental bodies and other external groups, we must also evaluate a new factor developing within the industry itself—the film invasion. It could change the entire character and scope of television if it is not thoughtfully assessed by broad-



AP WIREPHOTO

THIRTY-YEAR affiliations were honored at NBC's four-day anniversary meeting at Miami Beach. At head table (l to r): Joseph Sinclair, WJAR Providence R. I.; Paul W. Morency, WTIC Hartford; Walter J. Damm, WTMJ Milwaukee; Niles Trammell, WCKR-WCKT (TV) Miami, ex-NBC president and a speaker at banquet; Robert W. Sarnoff, NBC president; Harry Bannister, NBC station relations vice president and toastmaster; Gov. Leroy Collins of Florida; Lester W. Lindow, WFDF Flint, Mich., chairman of the NBC Radio Affiliates Committee; H. Dean Fitzer, WDAF Kansas City; George M. Burbach, KSD St. Louis; William H. Rines, WCSH Portland, Me.; Edwin K. Wheeler, WWJ Detroit. The tributes to 30-year affiliates were tendered last Thursday night.

casters in long-range terms. It may seem to open a smooth and easy road, but it could be a short road with a dead end.

The flood of film comes from two sources which are beginning to conflict with one another: first, the backlog of Hollywood features now being released in quantity to television; second, the mounting stockpile of syndicated films, produced for television in the Hollywood lots that once served the nation's motion picture theatres. Together, they are creating enormous pressures on our industry.

The Hollywood film makers have, quite naturally, seen in the combination of their old pictures and television, a means of quick and profitable replacement for the loss of theatrical outlets and declining motion picture revenues. They have also seized on television as a means of reactivating idle movie studios and facilities. I do not criticize their decision to move into television. The financial pressures directing them toward our medium—after the broadcasters established it as a national system—have been obvious for some time, and the release of the feature backlogs was not unexpected.

Insofar as the broadcaster is concerned, the price tag on a feature package almost compels him to play each film over and over again in order to recoup his costs. These packages, of course, include some fine pictures which promise good first-play ratings. But what about all the grade B, C and D films in the package? How much audience will they hold when they have been run, and rerun, and run again? And if most broadcasters take that route, where will the industry be when the end of the road is reached two or three years from now? Or will television by then have surrendered itself to the Hollywood film-makers as its main source of new product?

Today, television broadcasting is at a crossroads: one fork has color signposts and points to programming created for the medium itself, with emphasis on liv service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years.

At NBC we have carefully weighed the alternatives for the network and our owned stations. We have decided that television's future rests along the route we now chart. We shall continue our emphasis on live television, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality.

This is our decision for ourselves. We do not control the decisions of others. Yet I think every network affiliate should reflect on the likely results of loading schedules with feature films—particularly if use of this temporary product leads to displacement of network programs. If such a trend results in curtailing the networks' access to the air, they will be deprived of the resources *and* the opportunities to move ahead in creative programming. Not only will entertainment shows be affected, but also cultural and informational programs that are part of the broad network service, and that are not offered by any other program service. Ultimately, the Hollywood movie makers might replace their former 40,000 theatrical outlets with the nation's 40 million or more television sets. If they do, television as a communications service will ride a toboggan of decline.

In considering the alternatives, I think you will also want to assess a related factor—the rise of a third network. This should be a source of satisfaction, for three-network competition can only add to the overall strength of our medium.

With a rising population, a steady increase in circulation, and the trend toward multiple sets in the home, black-and-white will continue to grow, but not at the breakneck pace of the past.

This places a special premium on developing and refreshing the creative resources within television itself. Above all, it places a premium on color. Color is the booster charge for our fourth decade.

Just as black-and-white television came along when radio reached maturity, so now color comes to the forefront. The opportunity that was ours in Atlantic City is now ours again.

Next year we are aiming for at least two color programs nightly and soon we hope to have the bulk of our nighttime schedule in color. We are driving hard on color expansion because high-attraction network color shows are the best and quickest means of creating national color circulation, just as the big Berle spectaculars created black-and-white circulation.

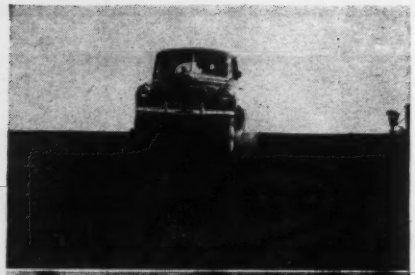
Through the network structure, color service has already spread nationally. Today 95 percent of all television homes are within reach of color signals. The majority of our affiliates have equipped themselves to transmit network color, and about thirty stations on the network are originating their own live color shows. They, and we, are riding the color tide of the future.

Now, like our young friend, Jack, I want to climb a different beanstalk. This beanstalk leads to a new world of television—a world which we commercial broadcasters seldom explore. This is the world of educational television.

While our commercial broadcast service spans the whole range of informational subjects in programming for the varied tastes of the national audience, it does not attempt specialized educational services for specialized audiences. This type of programming comes within the province of the non-commercial, educational stations which have been licensed by the FCC for that specialized purpose.

It is NBC's plan, during 1957, to furnish specialized educational programs to all of the nation's non-commercial educational stations. These programs will be produced in our studios and furnished live to the educational stations over our network lines. They will be telecast during an afternoon time period which does not conflict with our regular schedule. They will also be kinescoped for repeat broadcast or subsequent classroom use, thus creating an important and enduring educational television library.

The programs will consist of three half-hour presentations each week, with instruction in mathematics, the humanities, and government. The project will extend through 26 weeks in 1957, beginning next March for a 13-week period, and resuming next October for another 13 weeks. Each of the three program series will be conducted by experts in the field. We are approaching



Sports are News:

Cincinnati is a "hot" sports town, with two major universities consistently in the national news in football and basketball. WCKY'S listeners want to know what goes on in all sports events—and WCKY'S News Department keeps them informed at all times.

WCK

Safety is News:

Public Service events, get complete coverage by WCKY News. Like this Police Safety demonstration—a car falling from the top of a 7-story building. Viewed by thousands . . . brought to the scene by WCKY'S advance news stories

—WCKY'S News Department was on the spot for a direct wire report.

Fires are News:

Disastrous fires are few in Cincinnati thanks to a highly efficient fire department. But, when they do occur—day or night . . . WCKY, with Cincinnati's largest Radio News Staff—is on the job bringing direct news to listeners.

ragedy is News:

o planes collide in mid-air, 20 miles th of Cincinnati early in the morning. die in the crash. The first word of this edy was flashed by a WCKY news letin within 16 minutes; within an ur, 16 WCKY news men were cover- the story. WCKY'S large news de- rtment scored another of many "firsts."

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

L.B. Wilson
WCKY
CINCINNATI

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 1-6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 950 California St. Phone: Garfield 1-0716	A M Radio Sales Bob Block 5939 Sunset Blvd. Phone: Hollyw'd 5-0695

INCINNATIANS TUNE TO WCKY FOR THE NEWS FIRST

'It's tougher being a network telephone operator than a network president.'

TO ILLUSTRATE the quandary a network faces in its program selection, President Sarnoff told the affiliates of the reaction NBC received one night last month.

PEOPLE feel an intimacy and responsibility for television that defies historical analogy, and no two members of the public seem to agree on how we should handle our programming. The report of the NBC night executive office last Nov. 1 is a classic illustration of this. It dealt, like a ship's log, with hundreds of calls that swamped our switchboard during the late afternoon and evening hours on a day of momentous political and international news. Let me quote from it:

Before 6 p.m.: Fifty calls protesting that Adlai Stevenson apparently was not being granted equal time to answer the President's speech of the night before. General tenor of the calls: highly irate.

6:15 p.m.: We announce that Stevenson is being given equal time. The switchboard lights up like a Christmas tree. We are accused of giving in to political pressure. Many callers say they intend to protest this disgrace by telegram, and never dial NBC again.

6:30 p.m.: We are covering the U.N. live. Complaints from viewers who miss their regular programming.

6:45 p.m.: Our New York station cuts to the Esso news show, featuring Ken Banghart, for a world news roundup. A barrel of protests for leaving the United Nations, the callers saying that NBC cares more about making money than keeping the public informed at a time of impending disaster.

7 p.m.: We cut to Adlai Stevenson. The calls continue furiously through his speech, some protesting that we are not at the United Nations, some protesting at giving Mr. Stevenson time, others angry at missing their regular show. Some, in fact, were so angry they hung up without fully explaining what they were angry about.

And so on into the night. On the news summaries and bulletins we brought in from the U. N., we got telephone protests because our commentators referred to England and France as allied forces. There were more than 500 calls during the evening. I guess it's tougher being a network telephone operator than a network president.

men of scholarly attainments in their fields.

This service will be provided by NBC at no charge to the educational stations. We are committing more than $300,000 next year for programs, production facilities and personnel. The Educational Television & Radio Center at Ann Arbor, which has received funds from the Ford Foundation, is supplying the local loops to connect the educational stations with the NBC network lines, and is consulting closely with us on the design of the programs.

This will be the first live programming ever to be done expressly for the educational television stations on a national basis. Officers of the Center have already indicated an interest in extending this service to other days and other subjects. This is frankly what we have hoped for. We see our 26-week project as a demonstration operation. We believe that when our project terminates at the end of 1957 its values and lessons can be carried forward in ways that will help enrich the whole future of education by television.

(Mr. Sarnoff departed from his prepared address Thursday night to report that the Ford Foundation had advised him that it would participate in the educational project to the extent of two half-hour programs weekly, which with three half-hours programmed by the Educational Television & Radio Center at Ann Arbor, will make a total of five days a week of educational broadcasting. He said also that reaction from educational organizations had been spontaneous and enthusiastic.)

Now back down the beanstalk. The educational proposal will, in no sense, divert us from our regular programming plans. We now have the creative personnel, the organization and the facilities to hold a firm position of leadership over the next three decades. At our 60th Anniversary Convention, I expect to be talking to you about television signals which span the globe. My subject then will be: the world—in color.

MIAMI SIDEBARS

ATTENDING the Wednesday-Saturday NBC convention were some 650 persons, including representatives of 188 radio and 207 television affiliates. The convention was held at the Americana Hotel in Bal Harbour, Miami Beach. [For agenda details see B•T, Dec. 10.]

IN A congratulatory telegram sent last Thursday to Robert W. Sarnoff, NBC president, on the occasion of the network's 30th anniversary, John B. Poor, MBS president, stressed the importance today (as in the past) of network radio.

Mr. Poor noted that in July 1936, Brig. Gen. David Sarnoff, then RCA president and now board chairman, told a convention in Boston that "the new medium [television] will not supplant or detract from the importance of present day broadcasting. Rather, it will supplement this older medium of sound and add a new force to the advertisers' armament of salesmanship." Mr. Poor stated in his telegram that "your celebration today is proof positive of his [Gen. Sarnoff's] sage words then."

SIX charter affiliates of NBC's radio network were recipients of plaques awarded Friday morning on the *Today* program by NBC President Robert W. Sarnoff. All stations had been affiliates during the entire 30-year history of the network. Recipients were George M. Burbach, KSD St. Louis; William H. Rines, WCSH Portland, Maine; H. Dean Fitzer, WDAF Kansas City; Joseph (Doty) Sinclair, WJAR Providence, R. I.; Paul W. Morency, WTIC Hartford; Edwin K. Wheeler, WWJ Detroit.

NILES TRAMMELL, president-general manager of WCKR-WCKT (TV) Miami and former president of NBC, was given the "treatment" at the NBC affiliates meeting Friday on whether he should be admitted to membership in the group in the light of his "past associations." In a skit in which a dozen prominent affiliates participated, question was raised whether he was an "NBC pigeon" or whether he would keep the pledge and "bellyache about compensation and screwed up line charges and overcommercialization and ratings and no chain breaks in the spectaculars." After protracted debate, he was declared by Chairman Walter J. Damm, WTMJ-AM-TV Milwaukee, as voted in unanimously.

DISTAFF touch at NBC Miami convention was the presentation of a scroll to Mrs. David Sarnoff, in behalf of NBC affiliates and their ladies. Presentation originally was to have been made by Oveta Culp Hobby, publisher of *Houston Post* (KPRC-AM-TV), but illness prevented her attendance.

WHILE there was lack of unanimity, many, if not most, NBC Radio affiliates attending the convention in Miami thought NBC should be given encouragement on its new plan of offering five-minute newscasts on the radio network beginning next month. The attitude of proponents, and their numbers seemed to increase in Miami, was that the project should be viewed at long range and not simply on immediate economic return. The feeling was that some dissidents would change their approach as a result of the deliberation in Miami.

A 24-PAGE special anniversary section devoted to NBC's 30 years in broadcasting was published Thursday by the New York *Herald Tribune*. Featured as the section's lead stories: color tv expansion ahead and an interview with NBC President Robert W. Sarnoff, who predicted in addition to color tv growth, a good future for network radio, a great future for network tv and world-wide tv. Mr. Sarnoff welcomed strong competition and, the article pointed out, "urges government not to impose unfair and damaging restriction upon the network relationship."

NBC

1926-1956

KSD *and* KSD-TV *salute the*

NATIONAL BROADCASTING COMPANY

on its

THIRTIETH ANNIVERSARY

As one of NBC's original affiliates, KSD takes particular pleasure in joining with the entire industry in saluting the National Broadcasting Company.

We're proud of the part we played in the growth of NBC. For three decades, we have built a large, loyal audience for NBC programs throughout the St. Louis area.

Our association with NBC through 30 memorable years in radio and almost 10 years in television has been such as to make us look forward, with pleasant anticipation, to a continuation of that relationship for many years to come.

THE ST. LOUIS POST-DISPATCH STATIONS

KSD-TV
MAXIMUM POWER
channel 5

IN HOUSTON...

STATION A
Sells Ratings

STATION B
Sells Merchandising

STATION C
Sells Power

STATION D
Sells Prestige

STATION E
Sells Cut-Rates

But

ALL-AROUND BEST KTHT SELLS YOUR CLIENTS' PRODUCTS

KTHT 5000 W 790 KC

MUSIC - NEWS
SPORTS - MYSTERIES

Mutual for Houston and South Texas

Call your Paul Raymer Man

IN HOUSTON SMART TIME-BUYERS CHOOSE KTHT FOR RESULTS

Media Buyer Sold on Audit Bureau of Circulations

JIM LUCE
Associate Media Director
J. Walter Thompson
New York, New York

"Paid circulation, as measured by the Audit Bureau of Circulations, is the only measurement of reader interest and reader responsiveness. This is simply because paid circulation can only be built and maintained on people who want the publication enough to pay for it. If he loses interest or changes jobs he doesn't renew. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind the Audit Bureau and it's the sound way to buy space."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

NBC-TV INSTALLS AMPEX RECORDER

- **Air use not scheduled yet**
- **Some streaks in CBS tapes**

NBC-TV Hollywood last Thursday received the first of its three Ampex video tape recorders direct from the Ampex factory in Redwood City, Calif., but it doesn't plan to use it for commercial re-broadcasting to the Western zone until performance of the recording tape itself improves, it was learned by B•T.

Meanwhile, CBS-TV continues to use its two Ampex units at CBS Television City there to re-broadcast the eastern-originated *Douglas Edwards and the News* each evening for western audiences [B•T, Dec. 10], but the tape occasionally is slightly streaked by "drop-out" caused by tape variations of "live" quality performance.

Engineers close to the matter explained that the video tape requires manufacturing tolerances much more critical than that required for ordinary sound recording and the tape manufacturers until now have not had detailed performance data on which to base their quality control in the production process. CBS-TV so far has used only tape supplied by Minnesota Mining and Mfg. Co. for broadcast purposes. This firm is known to be making close laboratory analyses of the performance requirements.

Although CBS-TV has used both of its Ampex units in Hollywood to record the Doug Edwards show each night since Dec. 1, never yet has it been necessary to shunt to the second unit because of unsatisfactory performance of either the machine or the tape, B•T was told.

Howard S. Meighan, vice president in charge of the CBS-TV Western Div., said Thursday that taping of the Edwards program "seems to be coming out very well" and expressed high confidence in the continued performance improvement of both machine and tape. He said the network does not plan to expand use of the tape recorder for western playback at this time beyond the Edwards newscasts, since other hours of the day are important for technical crews to experiment with the machines, improve their technique and train others.

NBC Monitors CBS Tape

NBC-TV officials admitted they are continuing to monitor the CBS-TV tape show and one said "no improvement" in the picture has been noted, with the tape drop-out problem still in evidence. They agreed, however, that the tape show is far superior to film kinescope and has the general appearance of a live origination although they do not consider the over-all performance satisfactory at this stage to use for NBC-TV replay.

NBC-TV expects to run acceptance tests on its units and to see what improvements can be made in the video circuits. The NBC-TV engineers were complimentary on Ampex mechanical craftsmanship in the re-

YOU MIGHT THROW THE DISCUS 194½'-*

BUT... YOU NEED WKZO-TV TO BE CHAMP IN KALAMAZOO-GRAND RAPIDS!

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	No. of TV Homes In Area	DAYTIME		NIGHTTIME	
		Weekly NCS Circ.	Daily NCS Circ.	Weekly NCS Circ.	Daily NCS Circ.
WKZO-TV	633,120	421,820	292,720	464,530	378,080
STATION B	512,980	310,720	203,170	348,140	278,660

Here's proof that WKZO-TV is the top buy in one of America's top-20 television markets. November, 1956 Nielsen figures, left, show that WKZO-TV gets 44% more viewers daytime, and 36% more nighttime, than the second station. In fact, WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day AND night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM–TV–FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Fortune Gordien set this world's record in Pasadena, California, on August 22, 1953.*

corder and hoped the network's electronic experience could furnish new advances in that category.

NBC-TV Hollywood expected delivery of its second Ampex unit over the weekend and the third next week. Number three is to be sent to New York headquarters.

'Press Conference' Discovers New Film Equipment in Paris

ABC-TV reported last week that its Dec. 9 *Press Conference* filmed program (Sundays, 8:30-9 p.m. EST) introduced a French sight-sound system "that may revolutionize some types of tv film shows." The new system, the network said, incorporates two major advances—a single microphone "so sensitive it can pick up voices without distortion anywhere in the studio," and a monitor which gives the director full control over four moving picture cameras.

The equipment, the network said, was discovered in Paris when co-producers Martha Rountree and Oliver Presbrey decided to film an interview with French Premier Guy Mollet in Paris. The Jenner studios in Paris matter-of-factly set up the monitor-board cameras and the single microphone. The monitor is said to give a director the same control over film cameras he now has over live tv cameras in that a director can select the one shot he wants at any particular moment and only that camera will operate. The microphone, according to the program co-producers, is "so sensitive" that it "did the work of eight mikes normally used by *Press Conference*."

New CBS-TV Rates To Be Released Jan. 1

CBS-TV will release a new rate card (No. 13) about Jan. 1, it was revealed last week.

Although rates were not disclosed, it was announced that effective with the new card's release, the maximum Extended Market Plan discount will be increased to 20% for advertisers using 30 or more of the participating smaller market stations.

Initially, CBS-TV set up a discount structure that provided for a maximum of 15% if all the EMP stations were included in the order. With the new discounts, it was explained, an advertiser will be able to earn up to 40% in combining both network and EMP discounts.

The new EMP discount structure was noted last week in a progress report by Edward P. Shurick, the network's national director of station relations.

Mr. Shurick's scoreboard shows a total of 34 smaller market tv stations taking part in EMP; the number of advertisers using one or more of the stations increasing from 46 last year to a current 60; the number of CBS-TV programs carried on EMP outlets going up from 59 last year to a current 64; a total of 390½ commercial hours running weekly on all EMP stations, or a gain of 164 hours over last year's total, and 111 hours of sustaining service or an overall 502½ hours of programming on EMP stations (twice the 1955 amount).

JAMES H. BRYCE, general manager of Diamond Walnut Growers Inc., signs a contract for the company's first network television campaign—a series of participations on NBC-TV's *Home* program. Present for the signing are (l to r) Walter G. Tolleson, account supervisor, Tv Network Sales, Western Div. of NBC; Dennis C. Bruner, Diamond advertising manager; Robert W. Werth, the walnut company's director of marketing, and Charles Richardson, McCann-Erickson account executive.

'STRIPED MAGNETIC' BEING USED BY CBS

- **Involves coating of film**
- **Puts audio, video on par**

A NEW "striped magnetic" recording technique is in use by CBS News, it was revealed last week. The technique, developed over a year's time by CBS engineers working with a number of equipment manufacturers and motion picture and magnetic film suppliers, already has been given a workout on a number of news shows using film inserts.

As explained by CBS engineers, the process basically is similar to that developed in Cinemascope magnetic striping in motion picture production. But it is different in that movie technicians stripe the film after print development while the CBS process features striping on raw film before prints are made.

The new process reportedly solves a dilemma in tv filming—the problem of favoring picture or sound quality. In conventional filming, the photographic sound track is on the same film negative as the picture.

Striping involves coating of the film with a magnetic material. This permits the sound to be recorded magnetically and thus replaces the conventional photographic sound track.

After this is done, the film is then used in a 16 mm motion picture camera that is equipped with a magnetic sound recording system. The combined photographic picture and magnetic sound record is processed conventionally and reproduced on projection equipment designed to operate with magnetic sound. Additional copies or prints of the original camera material are produced conventionally for the picture, but the magnetic sound is recorded or electrically printed.

A "double-system" of filming has long been in use by Fred Friendly and Edward R. Murrow in the production of their *See It Now* program on CBS-TV, which uses much news-feature film. The so-called "double-system" gives the effect which the "magnetic stripe" process is striving to achieve. By the simultaneous use of two cameras, *See It Now* technicians are able to favor picture quality on one, and sound on the other, then synchronize the two for the quality desired.

In programming, magnetic striping has been confined to use in CBS Public Affairs' shows, but engineers report the network "looks forward to the time when all of CBS-TV's filmed programs use the process." The technique is seen as a step forward, particularly in the film coverage of events, since the end result is a rendition of quality equivalent to "live sound" (and to that provided by magnetic tape recording in radio).

CBS engineers note that the single-system magnetic striping has been used on color film as well as on black-and-white. Film material using the magnetic striping and dealing with the news personalities treating the Middle East situation has been released on CBS-TV's *Douglas Edwards and the News*, the same show on which CBS-TV has made test use of its new Ampex video tape recorder for west coast rebroadcasting [B•T, Dec. 10].

ABC's Garred Dies Suddenly

BOB GARRED, 41, radio-tv news veteran for 20 years and with ABC News and Special Events since 1950, died suddenly early Monday morning in Ardmore, Okla., while on assignment to cover the delivery of the first Lockheed turbojet transports to the Tactical Air Command. A local physician said the cause of death may have been coronary occlusion. He is survived by his parents, his wife Frances and two children, Ann 9 and James 8.

The Loyalty of Friendship.

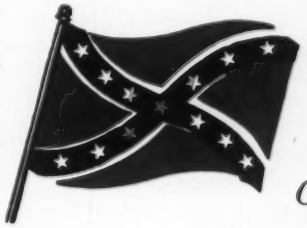
Friendship, in our South, finds its roots in steadfast loyalty. But friendship of this nature is not lightly given—it must first be earned.

This tenet is sharply defined in the wealth of friends gained by WRVA Radio over the past 31 years. Through continued participation in community affairs . . by the highest standards of entertainment and service . . with a tradition of responsible, competent and experienced management—WRVA Radio has won (and held) the firm devotion of Richmond families.

Now comes WRVA-TV—endowed with this rich inheritance from WRVA Radio—and steadily winning the allegiance of Richmond's television viewers. They expect from WRVA-TV the finest that proven skill and imaginative minds can produce. They are not disappointed.

Mindful of such responsibility, Richmond's newest television station has moved inevitably to the position of leadership by earning the special loyalty that Southerners give only to those who earn it. Truly, WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.



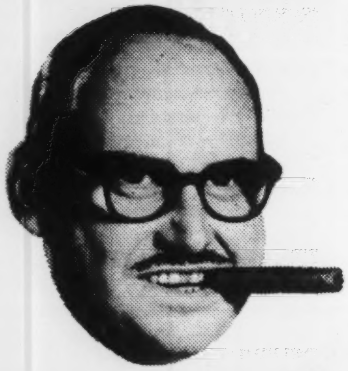
WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

HEY, TONI...
JOE'S GOT A
FULL WAVE!



KELO RADIO'S
NEW MIRACLE
1,032
FT. TOWER
is anything higher?

The midwest's biggest radio tower, equivalent to 13,600 watts, makes KELO RADIO a new regional station. And our rates, plus new tremendous power, make this your best regional buy! Let Joe Floyd's miraculous, far-reaching KELO be
YOUR ONE GREAT RADIO DOORWAY TO A VAST NEW REGIONAL MARKET!

NEW KELO RADIO

SIOUX FALLS, S. D.

One of the Midwest's Leading Radio Stations Affiliated with NBC

JOE FLOYD, President

Evans Nord, Gen. Manager. Larry Bentson, V.P.

Represented by H-R

NBC Radio Promotes Pearson To Director of Pacific Div.

ELEVATION of Karel Pearson from manager of talent operations, NBC Pacific Div., to director of the NBC Radio Network, Pacific Div., was announced last week by Matthew J. Culligan, vice president in charge of NBC Radio. Mr. Pearson will report to Mr. Culligan in his newly-created post.

MR. PEARSON

Mr. Pearson joined NBC-owned KNBC San Francisco in 1934, working up to the post of assistant traffic manager in Hollywood for the Pacific Div. After Army service, he returned in 1945 to NBC in Hollywood, becoming successively night manager of the radio program department, operations manager, production manager, program manager (radio), program supervisor (tv) and last October, manager of talent operations.

Six Signings By MBS Swell Gross By Nearly $1 Million

SIGNING of three new contracts and three renewals for programs on Mutual was announced last week by Wendell B. Campbell, RKO Television Pictures vice president in charge of national MBS sales. Gross billings of the business were estimated at nearly $1 million.

New clients are Sterling Drug Co. (Fletcher's Castoria and Dr. Caldwell's laxative products), through Carl S. Brown, New York, for participations in Mutual's *Queen for a Day* (Mon.-Fri., 11:30-12 noon EST) and the 11:10-11:15 a.m. portion of *Parellels in the News* (Mon.-Fri., 11:05-11:15 p.m.); Carter Products, New York, through Ted Bates, New York, for three participations per week on the network's evening block of mystery programs; National Labor-Management Foundation *(Partners* magazine), Chicago, for new series, *Partners in Progress* (Sun., 5:45-6 p.m. EST).

Advertisers renewing on Mutual are American Home Products Co., New York, through Sullivan, Stauffer, Colwell & Bayles, New York, for nine of Gabriel Heatter's 15 newscasts per week; the Christian Reformed Church, through Stoetzel & Assoc., Chicago, for *Back to God Hour* (Sun., 9:30-10 a.m. EST) and Radio Bible Class, Grand Rapids, Mich., through J. M. Camp Adv., Wheaton, Ill., for *Radio Bible Class* (Sun., 10-10:30 a.m. EST).

Western Fm Network Formed By Five 'Fine Music' Stations

FORMATION of the Western Fm Network of "fine music" stations was announced following a meeting of representatives from five stations, held a fortnight ago in San Francisco.

Present were Ellwood Lippincott and Tom Grant, KISW (FM) Seattle; Stanley Goard and James McGuire, KPFM (FM) Portland; Jerry Cobb, KNEV (FM) Reno; Stephen A. Cisler, KEAR (FM) San Francisco, and W. T. White, of a new fm station to open in Sacramento.

"We propose to start in January with weekly exchanges between all member stations of high-fidelity tape recordings of certain program features being obtained from the east and abroad," said Mr. Cisler, acting secretary of the association.

He said that fm stations in Fresno, Los Angeles and San Diego had been invited to attend the group's next meeting Dec. 29 at Carmel, Calif.

ABC-TV's 'You Asked for It' Sets Permanent European Unit

PLANS to set up permanent filming units in Europe for ABC-TV's *You Asked For It* program were announced Wednesday by Executive Producer Wayne Steffner. Mr. Steffner said Producer Cran Chamberlin has been in Paris negotiating for a camera unit to cover France and adjacent countries for the network's Sunday night show.

This week, Mr. Chamberlin will proceed to Mannheim, Germany, and then to London where similar units will be established. Mr. Steffner said the large increase in mail from the program's viewers had indicated great interest in *You Asked For It's* new international format begun this fall.

In addition, the executive producer said, plans are being discussed for sending camera crews to South America and parts of Asia next summer.

Jack Webb Not Satisfied With NBC-TV's Promotion

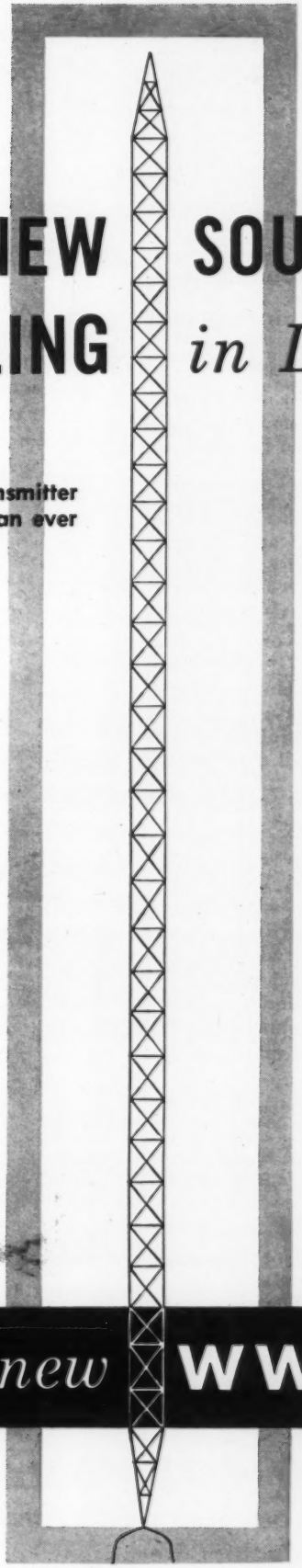
FILM TV producer-actor Jack Webb let it be known publicly last week he wasn't happy with the ratings of his *Dragnet* series on NBC-TV and put part of the blame on the network for not promoting and advertising the show enough. In turn he complimented CBS-TV for its policy of program advertising to the listener through other media.

NBC-TV has ordered another 78 programs from Mr. Webb but he indicated he doesn't know at this point if he wants to make them. The producer has filmed 198 episodes to date and those which already have run on the network have been syndicated as *Badge 714*.

McNeill, NBC-TV Pact In Air

NBC-TV's decision last week to return *Truth or Consequences* in the 11:30-12 p.m. Mon.-Fri. slot may shelve the five-year pact that network signed with ABC Radio star Don McNeill last month [AT DEADLINE, Nov. 26]. Mr. McNeill's contract, calling for exclusive daytime tv services, was said to be contingent on NBC-TV's approval of a time period, with 12:30 p.m. suggested. Mr. McNeill would have replaced *It Could Be You*.

Truth or Consequences is scheduled to begin on Dec. 31. It is further understood that the McNeill contract will be cancelled unless his option is picked up by that date.



»» *there's a* **NEW SOUND**
for **SOUND SELLING** *in Detroit*

WWJ's new Hi-Fi quality transmitter makes station a better buy than ever

New transmitter, new phasing equipment, and other technical improvements have added even greater distinction to Detroit's oldest and most esteemed radio voice.

WWJ's high fidelity signal penetrates with crystal clarity every corner of the big, prosperous Detroit-area market. Listeners enjoy a new high in brilliant radio reception. Advertisers get more ... much more ... for their money.

Buy the *new* WWJ for its great personalities, its crack news and sports coverage, its NBC programming—and its new Hi-Fi quality. Use this new sound for sound selling in Detroit and southeastern Michigan.

the new **WWJ** AM and FM **RADIO**

WORLD'S FIRST RADIO STATION
Owned and operated by **The Detroit News**
National Representatives: Peters, Griffin, Woodward, Inc.

NBC Affiliate

Unlimited system

plus superb picture quality...make RCA best

Improved technical quality in your film programs need not require a big investment

ICONOSCOPE CONVERSION

You can start simply and build gradually, if you prefer, first by converting iconoscope film cameras to RCA vidicon film cameras. You'll get marked improvement in gray scale, tremendously increased signal-to-noise ratio, improvement in resolution, and provision for automatic black level control . . . all with a minimum of operating attention. The "snap," clarity and live effect will be immediately reflected in advertiser preference.

MONOCHROME SYSTEM EXPANDABLE TO COLOR

Or, you can start with the superior vidicon film system expandable to color. Using the RCA TP-15 universal multiplexer, color and monochrome film equipment can be completely integrated—by adding a TK-26 color film camera at any time. This new multiplexer accommodates up to four projector inputs, all of which are available to two film camera outputs.

COLOR FILM SYSTEMS

To go to color *now,* you can select from various equipment combinations which use the RCA TK-26 three-vidicon film camera. In TV stations where superb picture quality and operational simplicity count, the TK-26 is the preferred system for color film programming. It has been selected after careful comparative evaluation with other systems and found to produce finer quality film pictures in both monochrome and color. Superior results are achieved at minimum cost with maximum operational simplicity.

LIVE COLOR, TOO

It is possible to use the RCA three-vidicon film system for pickup of opaques, live commercial products and demonstrations within a limited area.

See your RCA Broadcast Representative for more details on Vidicon Film Systems. He will be glad to answer your questions. Let him help plan a film system that can start you on the road to the new and additional revenue that will come from color!

NEW STANDARDS OF QUALITY

The RCA Vidicon Film System has established a standard of film reproduction by which all other methods are judged. You can expect and get the highest quality reproduction, with protection against obsolescence for years to come. To give some idea of the wide range of system possibilities with RCA equipment we submit four diagrams, at right, from the very simplest equipment to a Dual Color Film System.

Monochrome film system expandable to color.

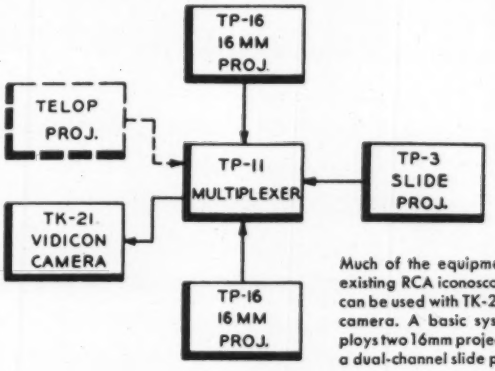
RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT **CAMDEN, N.J.**

possibilities . . .

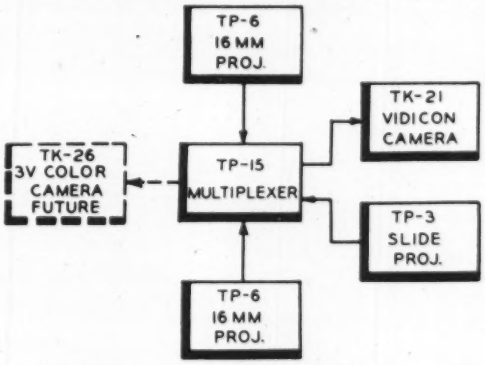
buy in film equipment—monochrome and color

1. CONVERSION OF ICONOSCOPE FILM SYSTEM TO VIDICON



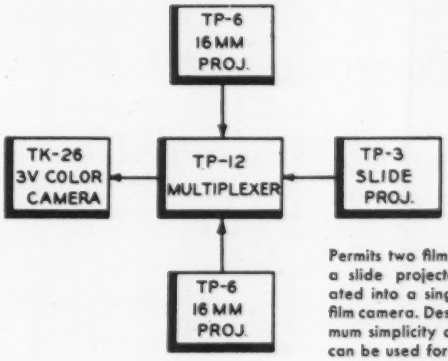
Much of the equipment in an existing RCA iconoscope chain can be used with TK-21 vidicon camera. A basic system employs two 16mm projectors and a dual-channel slide projector.

2. MONOCHROME FILM SYSTEM EXPANDABLE TO COLOR



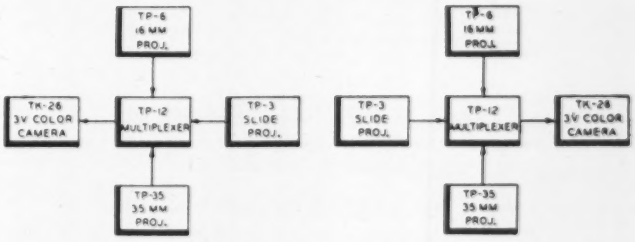
Combines a TK-21 monochrome film camera with projectors and multiplexing equipment, which are usable in color as well as monochrome. At any time a TK-26 color film camera can be added, retaining the TK-21 for the monochrome channel.

3. BASIC COLOR FILM SYSTEM



Permits two film projectors and a slide projector to be operated into a single TK-26 color film camera. Designed for maximum simplicity and economy, it can be used for both color and monochrome film.

4. DUAL COLOR FILM SYSTEM



Will handle a large number of inputs and therefore provides maximum program protection. Two completely independent program channels provide the ultimate in reliability and assure continuous programming. Permits previewing in color.

Best for color and monochrome because it uses proved-in components!

VIDICON TUBE . . . . RCA development

Vidicon storage tube is outstanding from standpoint of high signal-to-noise ratio, reliability and low-cost operation. It produces a sharp lifelike picture—equally good in monochrome or color. Replacement involves minimum of equipment readjustment.

STANDARD-TYPE PROJECTORS FOR 35 and 16MM

Standard of the motion picture industry, the intermittent projector produces a beautiful steady picture. It involves none of the critical mechanical tolerances of the continuous projector for 16mm. RCA now offers the TP-6 series projector designed from the beginning for professional 16mm television use. Provides maximum video and audio quality with operating convenience and dependability. RCA neutral-density-filter light control makes it possible to achieve satisfactory results with practically all kinds of film.

NEW TYPE TP-15 MULTIPLEXER

Provides for complete integration of color and monochrome. Offers flexibility and protection of two-camera system without the necessity of buying separate projectors for each camera. Permits preview of one program while another is on-air.

OPERATING CONVENIENCE AND SIMPLICITY

Only two simple controls are employed in "on-air" operation. Pedestal level and Master Gain. For assuring picture perfection, all controls, together with waveform and picture monitors, are located at the operating position.

NBC-TV Will Devote 5 Hours To Inaugural Coverage Jan. 21

NBC-TV has scheduled five hours of live telecasting of President Eisenhower's inaugural ceremonies and celebrations, Jan. 21.

Schedule includes an 11 a.m.-noon pickup of pre-inauguration ceremonies and the motorcade from the White House to the Capitol; noon-1 p.m. coverage of the oath taking and inaugural address; 1-3:30 p.m. telecast of the parade down Pennsylvania Ave., and 11:30 p.m.-midnight coverage of the Inaugural Ball. NBC Radio will be covering events from 11:30 a.m. until 2:30 p.m.

Chet Huntley and David Brinkley, co-editors of NBC-TV's *NBC News* and the anchor men during convention and election coverage, will head the network's news staff covering the inauguration.

ABC-TV Outlines Its Plans For Presidential Inauguration

ABC-TV's coverage of President Eisenhower's inauguration, Jan. 21, will extend over a five-hour period, the network announced last week. The first four hours will be devoted to the swearing-in ceremonies, from 11 a.m. to 3 p.m., and will cover the entire proceedings from Mr. Eisenhower's departure from the White House and his return. This phase of the telecast will encompass the traditional parade along Pennsylvania Ave., the President's oath-taking and his inaugural address.

From 11 p.m. to 12 midnight, ABC-TV intends to telecast the Inaugural Ball. A portion of this (11-11:15 p.m.) also will be covered by ABC Radio.

Fifteen ABC news correspondents, including Edward P. Morgan, Martin Agronsky, Quincy Howe, Paul Harvey, Ted Malone, Arthur Van Horn, John Secondari, Dick Rendell, Julian Anthony, and led by John Daly, ABC's vice president of news and public affairs, will be assigned to the proceedings. Marshall Diskin, who directed the network's convention and election night telecasts, once again will fill that capacity.

Lewine Elected Vice President

ROBERT F. LEWINE, who moves from ABC-TV to NBC's television network program department this month, has been named an NBC vice president. His election was anticipated at the time his decision to join NBC was announced [B•T, Dec. 3]. He has been ABC-TV vice president in charge of programming and talent.

NETWORK PEOPLE

Norman Felton, producer-director of NBC-TV *Robert Montgomery Presents* for past six seasons, as well as a freelancer on *U. S. Steel Hour* (CBS-TV) and other network shows, has been signed as CBS-TV staff producer-director.

WCDA-B	Albany
WAAM	Baltimore
WBEN-TV	Buffalo
WJRT	Flint
WFMY-TV	Greensboro
WTPA	Harrisburg
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW	Mt. Washington
WRVA-TV	Richmond
WSYR-TV	Syracuse

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative

New York
Chicago
San Francisco
Atlanta

WRCV-TV's Series on Hungary Aids Red Cross Relief Program

WRCV-TV Philadelphia has inaugurated a two-week nightly series of local, live color programs called *Hungary 1956* on behalf of the American Red Cross' Hungarian relief.

The program, being telecast from 11:15 to 11:25 p.m. Monday through Friday, features WRCV-TV news analyst Taylor Grant, who presents news of the Hungarian situation and talks with various guests who are or have been on the scene or close to it.

In addition, WRCV-TV director Dennis Kane, cameraman Ralph Lopatin, and engineer Bill Hofmann currently are in Vienna filming on-the-spot scenes of the Hungarian people as they flee the Communist rule and seek refuge in neighboring Austria.

The major portion of the film footage being shot in Austria will be used as the basis for a special half-hour "wrap-up" program which WRCV-TV will present Dec. 22 as a finale to the series.

Tv Musical Show Offered Free By National Guard to Stations

A PACKAGE of eight 15-minute filmed musical shows featuring singer Jill Corey and sponsored by the National Guard will be made available without cost to television stations beginning Jan. 1.

According to Lt. Col. James B. Deerin, chief of the National Guard Bureau Information Office, each show carries two animated one-minute recruiting spots, in addition to the musical numbers.

Stations interested in obtaining prints of the series should contact their local National Guard units or the office of the adjutant general in each state. Complete promotion kits also are available.

CARE Begins New Food Crusade

THE Advertising Council, working jointly with BBDO, New York, volunteer agency, has launched the 1956-57 CARE Food Crusade with the slogan "Please Care—Hunger Hurts." The council indicated that more than $1 million worth of time and space—using all media—will be utilized throughout the Crusade, although BBDO's services to the council will be free of charge. Acting as coordinator for the campaign is A. R. Stevens, advertising manager of American Tobacco Co., a BBDO account. Executive on the account is Jorie Lester of the council staff.

Ad Council Appoints Bunker

THE Advertising Council has announced that Walter Bunker, vice president of Young & Rubicam, has been named chairman of the Hollywood radio-tv committee of the council, succeeding Frederic W. Wile Jr., formerly of NBC. The Hollywood committee, comprised of broadcasting, production and advertising executives, serves to promote and coordinate public service advertising in radio and tv programs emanating from the West Coast.

THESE BOYS are the BUYS in Rochester!

ED MEATH
AND THE
"Musical Clock"
6—9:30 A.M. Mon. thru Sat.

Rochester's long-time top-favorite disc jockey dominates our morning program schedule which *averages,* from 6:00 A.M. to Noon... **33%***

BOB E. LLOYD
AND
"Lloyd's Unlimited"
3:30—6 P.M. Mon. thru Fri.

Less than seven months in Rochester, but zooming in popularity, Lloyd heads up our afternoon line-up which *averages,* noon to 6:00 P.M.... **25%***

... and, beside rating FIRST in share of audience in the morning, and FIRST in the afternoon, we really ought to mention that we're FIRST evenings, too! **24%***

*LATEST ROCHESTER PULSE REPORT OCTOBER 1956

CBS

WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO. *Los Angeles, San Francisco*

HOUSE GROUP TAKES LOCAL 47 SIDE

- **Subcommittee recommends protection for union members**
- **Petrillo's trust fund payments are target of decision**

A HOUSE Labor subcommittee last week recommended that Congress consider legislation to give individual union members "some protection with respect to payments made by their employers that would otherwise go to them in the form of higher wages."

The subcommittee issued the report following hearings in Hollywood last May in the feud between AFM's Local 47 and its national executive board over AFM's musicians' performance trust fund [B•T, May 28]. The report was approved after a closed session in October, but released only last week. Members are Chairman Phil M. Landrum (D-Ga.) and Reps. James Roosevelt (D-Calif.) and Joe Holt (R-Calif.).

The report, however, concluded that "the Federal Government should not be required or authorized by legislation to interfere with or supervise day-to-day relationships between union officials and union members; such intraunion matters can and should be worked out within the structure of the labor organization itself; sooner or later in most cases the will of the members themselves will govern the conduct of the union."

The subcommittee, in its findings, said, "It seems clear that—

"(1) The membership of the Los Angeles Local No. 47 . . . has no voice in collective bargaining negotiations carried on at the national level, and has no effective control over its own affairs.

"(2) Because of the structure of the AFM, its method of selecting delegates to their national convention, and the powers conferred on the president and the executive board, it is unlikely that the members of the board can ever obtain proper or adequate participation in the management of the affairs of the union.

"(3) Substantial sums which would, in most industries, go toward increased wages and fees for many members of Local 47 and the New York local are now being diverted into the various musicians' performance trust funds."

Purpose 'Highly Objectional'

The House unit's findings continued that the purposes to which these funds are used are "highly objectionable to many members of Local 47. Although the funds are supposed to be used to provide employment for unemployed musicians and to promote cultural development throughout the country, these witnesses believe that the majority of performers benefiting from the funds are not really unemployed professional musicians who normally make their living in that profession, and also that the method of allocating the funds is a device by which the president and the executive board of the AFM control an overwhelming majority of the delegates to the national convention of the union."

In its recommendations, the House group noted that the decision in Inland Steel case in 1948 interpreted the provisions of the Labor Management Relations Act of 1947 (Taft-Hartley) to require employers to bargain with unions regarding health, welfare, pension and other types of employe benefit plans, the "rationale" of this decision being that benefits flowing from such plans are embraced in the terms "wages, hours and working conditions."

While sums paid by the employer as a result of collective bargaining may go directly into a union fund such as that of AFM, union dues deducted from the union member's wages can be turned over to the union only after a written assignment by the employe, the report said. The subcommittee recommended that additional hearings be held to determine if the 1947 act should be amended to require the same "written assignment" in the case of such additional "wages."

The report acknowledged that such an amendment of the law "might, to some extent, interfere with and perhaps slow down collective bargaining negotiations . . . in some instances" because union negotiators would have to know in advance of negotiating sessions whether members wanted their share of possible increases in the form of larger paychecks or in benefits from one of the union plans.

Arguments in favor of such legislation, however, the report said, are that (1) it would enable the individual union member to share in the benefits of collective bargaining contracts entered into by the union . . . "thereby preventing the kind of situation that now exists in Local 47, AFM"; (2) it would encourage unions to administer employe benefit plans to the satisfaction of those members who contribute ("or who forego a wage increase") to them; (3) it is simple and easy to understand.

The subcommittee felt no further hearings concerning the operations of musicians' performance trust funds are necessary "from the standpoint of federal legislation."

Juke Box Royalty Payments Studied in O'Mahoney Report

A REPORT presenting the various viewpoints on a Senate proposal to require royalty payments to composers for performances of their works on juke boxes was released last week by Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the Senate Patents, Trademarks & Copyrights Subcommittee.

Sen. O'Mahoney said the report makes no recommendations for solution of the controversy, but presents a concise analysis of the issues involved. "It is hoped," he added, "that it will enable all persons interested to find a means of solving the issue on an equitable basis."

A proposal (S 590) to amend the Copyright Act of 1909 to require royalty payments for commercial performances of music on coin-operated machines failed to pass in the 84th Congress.

Supporting S 590 were American Society of Composers, Authors & Publishers (ASCAP), Broadcast Music Inc. (BMI), Society of European Stage Authors and Composers Inc. (SESAC) and others. Opposing it were juke box operators organizations and others.

ASCAP President Paul Cunningham, in a letter last week to Sen. O'Mahoney, said his organization is anxious to meet with the juke box operators to "work out a compromise satisfactory to the subcommittee." An accompanying ASCAP "background" statement said the 1909 exemption of coin-operated music machines from royalties allows 450,000 juke box operators to take in an estimated $500 million annually without paying performance fees to the "creators" of the music, while other commercial users of music—including radio-tv broadcasters, hotels, taverns, dance halls, skating rinks, etc.—must pay composers for public performance of their musical works for profit.

Neuberger Asks Investigation Of U. S. Propaganda Broadcasts

CALL for a congressional investigation of the role of U. S. "propaganda" in "feeding false hopes to Hungarian freedom fighters" was sounded last week by Sen. Richard L. Neuberger (D-Ore.).

Sen. Neuberger said American broadcasts to communist countries about "liberation, rollbacks" and similar phrases and "slogans" have created a false impression of U. S. policies and said it is time for a "public review of the discrepancy . . ." He said he believed Congress "should inquire fully into what relationship, if any, there has been between these slogans which have been so recklessly broadcast for the past four years and the actual foreign policies of this Administration."

Speaking in Hermiston, Ore., Sen. Neuberger said news reports have quoted Hungarians as saying they have been led to believe, by Voice of America and Radio Free Europe broadcasts, that the U. S. would support them in a fight against Russian oppression.

Wanamaker Asks Damages of KVI; To Sue 50-60 Other Stations

LIBEL suit asking heavy damages was filed Wednesday in Seattle Superior Court against KVI Seattle by Pearl A. Wanamaker, state superintendent of public instruction. She asked $250,000 damages on the ground Fulton Lewis jr., MBS commentator, erroneously linked her with communism in a broadcast last January. KVI is the Seattle MBS outlet.

Mrs. Wanamaker said the suit is the first to be filed, with others to follow naming Mr. Lewis and 50 or 60 other radio stations that carried the broadcast. The Lewis suit, she said, will be filed soon in Maryland. She said Mr. Lewis acknowledged in a later broadcast that the charge was incorrect and added that he terned it "one of the greatest boo-boos of all time." Mrs. Wanamaker lost her campaign for re-election Nov. 6 after 16 years in office.

FCC AGAIN OPPOSES UHF-VHF SET TAX

- **View presented House group**
- **Treasury would keep levy**

THE FCC last week again went on record in favor of eliminating or reducing the 10% manufacturer's federal excise tax on all-channel television sets. The opinion was expressed in a statement submitted to a House Ways & Means subcommittee.

On the same day (Monday) a Treasury Dept. official in testimony before the subcommittee stated Treasury's opposition to eliminating or reducing any of the present government excise taxes.

Dan Throop Smith, top tax assistant to Treasury Secretary George M. Humphrey, specifically criticized the proposal to remove the tax from all-channel sets, saying that if Congress wants to cut a particular tax it should make up the revenue loss by levying new or increased taxes in other fields.

Mr. Smith called the proposal "questionable" and said the Treasury Dept. considers its purpose ulterior—the stimulation of one phase of business over another. Taxation should be for revenue purposes only, he added. Mr. Smith estimated the excise tax on tv receivers brings the Treasury revenues of $100 million a year.

May Disregard Smith Statement

Meanwhile, Rep. Aime J. Forand (D-R. I.), chairman of the subcommittee which concluded hearings last week, told reporters at the close of sessions Tuesday that in his opinion "the committee will disregard Mr. Smith's flat statement against tax cuts. If we find that certain steps should be taken in justice and fairness, I for one will not hesitate to take them."

Subcommittee staff members explained that Rep. Forand's statement had general application and did not necessarily refer to the proposed elimination of tax on all-channel sets. They noted that some excise tax cuts were made in the 84th Congress, despite blanket disapproval of the Treasury Dept. Rep. Forand left Washington immediately after the hearings and was not available for further comment.

Concerning the FCC stand, Chairman George C. McConnaughey said that because people have not had sets to receive uhf broadcasts many authorized uhf stations have not started broadcasting even though there is "a great demand for more television service. Obviously it is futile for uhf stations to furnish programs if the public cannot receive them, and the public will not pay more to get a uhf receiver for which they have no use. The best interests of the public require that this circle be broken some place. . . ."

He noted that while the FCC may license broadcasters to use certain frequencies, it has no authority to require set manufacturers to produce all-channel sets or the public to buy them. At one time, he said, as many as one-third of the sets produced were all-channel, but now they are estimated

local

events that make the

news

make every newscast outstanding on

wfdf

flint's leading news station

Local events that make news require quick and accurate coverage . . . 24 hours a day. And WFDF's full time local news staff is on the spot when the news is breaking . . . on the air hours (and even days) ahead of any other local news source. Flint listeners know it, and so do Flint sponsors. How about you? Katz can give you the full news story and WFDF can supply a day-by-day breakdown to show you just how far they lead on the local news scene. You'll see for yourself why Flint's leading newscasts are on WFDF—the only Flint station with its own full time local news bureau.

wfdf • flint, michigan

nbc affiliate

Represented nationally by the Katz Agency

Associated with: WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis-St. Paul

SALES STORY

There are all kinds, but if you really want to sell Southern California, take heed:

It was **1:15 in the morning,** late in November . . .

Jackson Wheeler was visiting with his KTTV viewers. He interviewed Lease Bussard, International President of the Optimists, who read the Optimist Creed. Jackson invited the "Jackson's Theatre" audience to let him know if they wanted a copy.

Then it happened . . .

KTTV's switchboard was jammed until, **at 2:15 A.M.,** Wheeler suggested that the audience write instead of phoning.

To date, 9,752 requests for the Creed have been received from all over the Southern California area. The place is loaded with optimists (customers, to you).

Yes, Southern California is different, and the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

at only about 10%. He saw the need for "drastic action."

Referring to the FCC's study of the problems involved and to the Commission's invitation to the tv industry and others to comment on the possibility of shifting all tv to uhf, he said "one way" to stimulate purchase of all-channel sets is to have the price of all-channel sets substantially the same or less than vhf-only sets.

He asked for action to encourage the purchase of all-channel color sets before the investment in color vhf sets becomes "so extensive that serious public inconvenience would be caused by the public not being able to receive color programs in the uhf band. . . ."

Mr. McConnaughey said the FCC cannot predict with accuracy the result of removal or reduction of the excise tax, but that "obviously the public would be more inclined to buy all-channel sets if the price differential were insignificant."

"In fairness to this committee," he said, "it should be stated that the question of receiving sets is not the only factor in our television problems or even the only obstacle to stimulating the use of new channels and additional service to the public. In the considered judgment of our Commission, however, the fact that so few people have all-channel receiving sets is an important element bearing on the matters under our jurisdiction and one which merits careful consideration and the best efforts of all of us in finding a solution."

The FCC, he said, agrees with the Senate Commerce Committee's recommendations for reduction or removal of the excise tax on all-channel sets.

Graham Urges Change In Equal Time Rules

PHILIP GRAHAM, publisher of the *Washington Post* (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), told a Senate committee last week he "would hope" to resubmit his "small campaign contributions" plan to the national political committees for the 1960 elections.

Mr. Graham discussed his plan in testimony Tuesday before the Senate Lobbying & Political Activities Committee headed by Sen. John L. McClellan (D-Ark.). He also urged amendment of Sec. 315 of the Communications Act to relieve broadcasters of the "equal time" provisions of the law in presidential elections for all but major party candidates.

The broadcaster-publisher said there was too little time between the date of his original proposal [B•T, June 6, 1955] and the 1956 campaign to make any headway and that next time he will bring it up about a year and a half in advance of the campaign. One reason the plan failed this time, he said, was because Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, didn't get together to support it for "personal reasons."

Mr. Graham's plan was for radio and tv stations, newspapers and other media to carry public service advertising, in cooperation with The Advertising Council and with the support of advertisers, asking all persons to contribute up to $5 to the political party of their choice. Candidates receiving their campaign financial support from such small contributors then would not be obligated to special interests which heretofore have made large contributions to candidates, Mr. Graham felt.

Mr. Butler has charged Mr. Hall several times with "sabotaging" the Graham proposal by failing to support it.

At the time he introduced the plan, Mr. Graham said a Gallup poll cross section of U. S. families indicated a total of 16 million families would be willing to contribute $5 to a political party, which would have meant a total of $80 million in political contributions to both parties.

Mr. Graham last week called for amendment of Sec. 315, testifying that networks and stations would be more disposed to give free radio and tv time to major party candidates if they were not required by law to give equal time to candidates of splinter and minority parties. He said the law should be amended so that a candidate would have to qualify for equal time opportunities by showing his party received a certain percentage of votes in the past election or by presenting a petition signed by a given percentage of voters.

FCC Examiner Favors Denial Of Selma, Ala., Tall Tower Bid

THE 21-month fight by ch. 8 WSLA (TV) Selma, Ala., to change its transmitter location and increase tower height to a record 1,993 ft. above ground received a setback. FCC Hearing Examiner H. Gifford Irion last week recommended that the Commission deny the proposed changes. Mr. Irion found that the proposed tower would constitute a potential hazard to air navigation. Further, he questioned WSLA's financial ability to operate as proposed and decided that the planned operation would cause economic harm to uhf WCOV-TV Montgomery (ch. 20), Ala., which the examiner said would not be in the public interest.

This is the third of the so-called "tall-tower" cases which have met strong opposition from the Dept. of Defense and various aviation groups. The other two cases were resolved in favor of the stations: the FCC approved a 1,356-ft. tower for ch. 5 KGEO-TV Enid, Okla., and a 1,610-ft. structure for ch. 8 KSWS-TV Roswell, N. M.

One of the hearing issues was whether WSLA's proposed transmitter-site move (50 miles from Selma, 23 miles from Montgomery) was designed to serve the particular needs of Selma. Here, Mr. Irion found in favor of WSLA.

Mr. Irion found that WCOV-TV, one of the first uhf operations, has rendered a "praiseworthy program service to the public," but would be reduced to a marginal operation and forced off the air if WSLA's changes were approved. The preservation of high-grade program service and the fact that WCOV-TV is uhf leads to the conclusion that the protection of WCOV-TV from economic destruction is in the public interest, Mr. Irion stated.

How well do you know the Boston market?

Everybody has a soft spot for something familiar—whether it's the scarred bark on the old oak just back of the Grange Hall, or the chalky smell of the corner poolroom. Many Bostonians have a soft spot for some of the people and things pictured above:

A. Bird house given to the city by a Swiss visitor. Boston Common.

B. Stove in Boston and Albany freight terminal, Springfield.

C. Welterweight Tony DeMarco with Fred Cusick, WEEI Sports Director.

D. Roadsign near South Waterford, Maine.

E. Photo-elastic stress pattern, photographed by polarized light at M. I. T.

F. Mill on the Merrimack River, Lawrence.

G. Figurehead of Andrew Jackson, carved in the Boston Navy Yard about 1834.

H. Door of Harvard Lampoon building.

I. Snake Goddess, 16th century B. C. Boston Museum of Fine Arts.

J. Casino Theater in Boston.

K. WEEI News Editor Charles Ashley.

L. New Kresge Auditorium, M. I. T.

M. The Boston Stone.

You won't find *many* soft spots in the people of Boston. That is, you won't if you're a stranger. The Bostonian keeps his sentiments carefully hidden. He's a tough customer to sell. But once you've won his trust and his confidence, he's likely to be your customer for life.

And WEEI has won that trust for the products it advertises. No one knows the Boston market as WEEI does—especially the buying habits and brand loyalties of the Boston people. When you want to reach the soft spot of the buying Bostonian, call CBS Radio Spot Sales or WEEI Radio.

Credits: B, D, F — Standard Oil Co., N. J.; E — Massachusetts Institute of Technology.

WEEI

The B•T *of paid circulation*

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. **This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.**

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

BUYING FROM RCA DOESN'T HELP GAIN NBC-TV TIE, FIGURES SHOW

THE RCA sales figures on television transmitters, studio equipment and antennas would indicate there is no relationship between a tv station's affiliation with NBC and its purchase of RCA equipment.

NBC submitted figures to the House Antitrust Subcommittee last week showing an almost-startling similarity between total RCA equipment purchases by NBC, CBS and ABC affiliates.

Of the 193 NBC-TV affiliates, 150 bought a total of $53,164,000 worth of RCA transmitting, studio and antenna equipment at an average cost per station of $354,427, the NBC figures, furnished by RCA, show. At the same time, 151 of the 199 ABC-TV affiliates bought $50,159,000 worth of RCA equipment at an average cost of $332,179, while 157 of the 229 CBS-TV affiliates purchased a total of $52,967,000 in RCA equipment at an average cost of $337,367.

Individual data was supplied on each NBC affiliate, including type of equipment, date of purchase and date of affiliation, in compliance with the subcommittee's request during hearings last September in New York. The subcommittee asked this information as a follow-up to allegations by Wilbur Havens of WTVR (TV) Richmond, Va., that NBC switched its affiliation from WTVR to WXEX-TV Petersburg, Va., after WXEX-TV decided to buy RCA instead of DuMont equipment before going on the air.

NBC also supplied information concerning the four instances in which the network "rejected" independently produced programs in which NBC had no financial interest in favor of those produced by the network or in which it had some financial interest.

Move to Bolster Audience

NBC said in the spring of 1954 it decided to move *Voice of Firestone* from Monday, 8:30-9 p.m., to a late Sunday afternoon period, after research studies indicated the program's poor showing was "depleting" NBC's Monday evening audience, not only for 8:30-9 p.m., but for succeeding periods. The network also was worried about competitive efforts of other networks.

Trendex ratings and share of audience for the December-January periods for 1951-52 were 8.9 and 15%; for 1952-53, 6.4 and 10%, and for 1953-54, 3.9 and 6%, the NBC report stated, while for the same three years the Nielsen ratings were 24.2, 18.8 and 15.3, respectively. NBC offered to move *Voice of Firestone* to late Sunday afternoon adjacent to *Hallmark Hall of Fame* and keep the radio version on NBC Radio. Firestone also was offered *Caesar's Hour,* which was scheduled for Monday, 8-9 p.m. In June 1954, NBC said, Firestone withdrew *Voice* from both NBC Radio and tv and placed it with ABC. NBC scheduled *Caesar's Hour* for Monday, 8-9 p.m., with *Producer's Showcase* in the period once a month. *Caesar* had a December-January 1954-55 Nielsen rating of 31.1, with succeeding ratings also improved over *Voice of Firestone,* NBC said. NBC said *Caesar* was furnished to the network by Shellric Corp. under arrangements giving NBC no share in program profits or residual rights.

When Toni in September 1955 moved *People Are Funny* from Sunday, 7-7:30 p.m., to a Saturday night period, Campbell soup sought the vacated Sunday period for *Lassie,* NBC said, but the network felt an "all-family type" program would be better for the period and filled it with *It's a Great Life,* with Chrysler Corp. moving from a Tuesday evening period to sponsor it for the 1955-56 season. Campbell placed *Lassie* on another network in the sought-after time period, NBC said. NBC, it was added, financed creation and production of *It's a Great Life* and received "syndicated rights for a limited period and an equal share in the net profits of the venture."

NBC Meets Competitors

In September 1955, NBC said, the network was lacking an hour "top-quality" dramatic program in the late Tuesday evening position and sought to strengthen its showing in "the face of moves by competition." NBC persuaded P. Lorillard to move *Truth or Consequences* to Friday evening time and scheduled *Playwrights '56* in the Tuesday 9:30-10:30 period under Pontiac sponsorship, alternating every other week with *Armstrong Circle Theatre,* an agency produced program which went from a half-hour to an hour production. Lorillard "expressed ultimate satisfaction," NBC said, adding that *Playwrights '56* was produced by NBC.

In October 1956, NBC decided to move *Caesar's Hour* from Monday, 8-8:30 p.m., to Saturday evening for 1956-57. Whitehall Pharamacal and Lever Bros. both expressed an interest in the period and suggested a quiz show, but NBC recommended to their agencies that an all-family show with special appeal to children be placed in the early-evening Monday period, suggesting, among others, *Adventures of Sir Lancelot.* Both advertisers "enthusiastically agreed." NBC has "limited syndication rights" and "a share in net profits" of *Lancelot.*

NBC, answering another subcommittee request on instances that NBC owned and operated stations had "rejected" films by independent syndicators in favor of films from NBC Film Sales Div., said a check of the personnel of its owned stations indicated no such instances except for the decision by WNBQ (TV) Chicago in 1955 to schedule NBC Film Sales' *The Great Gildersleeve* instead of another film favored by Drewrys Ltd., the sponsor [B•T, Nov. 26].

NBC stations, like all other tv stations, "constantly" have films submitted by syndicated film distributors, NBC said. These stations select those they believe best suited

for the purposes and the methods of selection involves no rejection of a particular film. Thus, there is no way of ascertaining which specific films were considered for a specific time period, NBC said.

Distributors also solicit purchases from advertisers who contemplate tv time purchases and when the advertiser proposes a particular film for a time period, the station has the opportunity to reject it on its own qualities or availability of more desirable films, NBC added.

NBC Gets Green Light On New Britain Buy

NBC won its seventh television station last week when the FCC approved—a week after it had postponed consideration—the transfer of WKNB-AM-TV New Britain, Conn., to the network.

The action won the approval of all commissioners except Comr. Robert T. Bartley, who dissented. Comr. Rosel H. Hyde issued a concurring statement.

The FCC postponed consideration of the $600,000 transaction two weeks ago, following the filing of a civil antitrust suit against RCA and NBC. The government charged that RCA-NBC conspired to coerce Westinghouse Broadcasting Co. into swapping its Philadelphia radio and tv stations for NBC's Cleveland am, fm and tv outlets plus $3 million [B•T, Dec. 10].

In addition to the sale approval, the Commission also granted permission for ch. 30 WKNB-TV to decrease its antenna height from 970 ft. to 750 ft., increase power to 1,000 kw, and change transmitter location to a site 7.2 miles outside the city limits.

The Commission made its grant contingent on the outcome of the pending antitrust suit.

Comr. Hyde favored the sale approval as a step in the encouragement of uhf television. He said that he thought NBC's acquisition of the New Britain uhf station would serve that purpose. Comr. Bartley did not issue a written dissent.

The New Britain properties were bought from Julian Gross and associates. The acquisition marks NBC's second purchase of a uhf outlet. Last year NBC paid $312,500 for ch. 17 WBUF (TV) Buffalo, N. Y. It also owns WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco and KRCA (TV) Los Angeles.

With the ownership of the New Britain tv station, NBC joins CBS as the licensee of a uhf outlet in the Connecticut area. CBS earlier this year won FCC approval for the $650,000 purchase of ch. 18 WHCT (TV) Hartford from RKO Teleradio Pictures Inc. CBS also bought ch. 19 WXIX (TV) Milwaukee for $350,000 in 1954.

The only other major multiple owner who owns two uhf tv outlets is Storer Broadcasting Co. Storer owns ch. 23 WGBS-TV Miami, Fla., and ch. 27 KPTV (TV) Portland, Ore.

Both the NBC and CBS acquisitions were originally protested by other tv outlets in

To NBC—Happy 30th Birthday!

Gen. David Sarnoff

"The Giant of Southern Skies"

From WFBC-TV "The Giant of Southern Skies" . . . and from WFBC-AM & FM

"It's a Great Birthday! We're proud to have been affiliated with NBC for the past 20 of your 30 years. To you at NBC, and to your guiding genius, General David Sarnoff, we wish for you 'Many Happy Returns'."

NBC NETWORK

WFBC RADIO
(NBC Affiliate)
Represented Nationally by
AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

Represented Nationally by
WEED TELEVISION CORP.

"THE PLAYHOUSE" and "HERALD PLAYHOUSE"

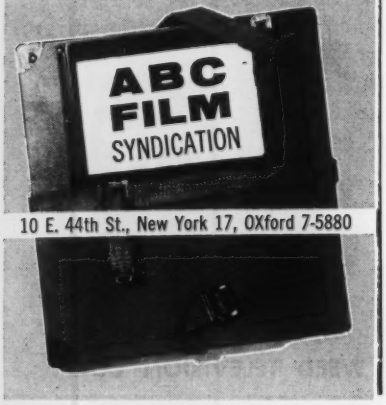
104 ½-hour dramas — now available on unique

STRIP FOR ACTION PLAN

your cost is based on your own rate card — many stations already delighted with this low-cost plan — because the station's profit is guaranteed*

clear your decks for action — wire, write, PHONE FOR DETAILS

*Ask us how!



10 E. 44th St., New York 17, OXford 7-5880

the area. These objections were subsequently withdrawn.

NBC took ownership of the stations Thursday in proceedings at the WKNB studios, with NBC Staff Vice President Joseph V. Heffernan representing the network, and Julian Gross, founder and president of New Britain Broadcasting Co., and attorneys Solomon Elsner and Aaron Nassau representing the seller.

NBC President Robert W. Sarnoff, in a statement on the transfer, said NBC is "pleased to have this further opportunity to express [its] belief in uhf as an essential part of the television broadcasting system." He promised "the same high quality performance rendered by our owned stations in other communities."

Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales, said that essentially the present management group would continue in charge of WKNB-AM-TV. He named Peter B. Kenney, vice president of New Britain Broadcasting and general manager of the two outlets, to continue in the same capacity, and said Mr. Gross had been retained by NBC as a consultant for the two stations and would continue to be associated with them.

Vhf Channel in Charlotte, N. C., Awarded WSOC in Final Decision

LONG-FOUGHT FCC hearing battle for Charlotte, N. C., ch. 9 ended last week when the Commission issued its final decision granting the vhf channel to WSOC Charlotte and denying the applications of Piedmont Electronics & Fixture Corp., and Carolinas' Tv Corp. Comr. John C. Doerfer voted for Carolinas' and Comr. T. A. M. Craven abstained.

In finding for the local am outlet, the Commission reversed an August 1955 initial decision favoring the Piedmont application. The FCC declared WSOC had shown clear superiority in the fields of integration of ownership and management, local residence of owners, past performance and the possibility of meeting local needs.

WSOC, operating on 1240 kc with 250 w, is owned by Earl J. Gluck, president, 0.72%; E. E. Jones, vice president, 31.5%; Hunter Marshall and family, 31.5%; R. S. Morris, 36.4%. Larry Walker, former WBT-WBTV (TV) Charlotte, N. C., vice president, is executive vice president-minor stockholder.

Piedmont is owned 40% by the Wolfson-Meyer interests (WTVJ [TV] Miami, and 20% of WFGA-TV Jacksonville, both Fla.). Carolinas' is 43% owned by Broadcasting Co. of South (WIS-AM-FM-TV Columbia, S. C., and WIST Charlotte, N. C.).

In a related action, the Commission turned down a request by ch. 36 WQMC (TV) Charlotte asking that the ch. 9 proceeding be stayed pending action on a deintermixture request to delete ch. 9 from that city—or that any ch. 9 grant be conditioned on a no-construction basis pending the outcome of the demix proposal. WQMC began operating in 1954 but has suspended operation. Charlotte's only other tv operation is ch. 3 WBTV (TV), which is affiliated with all three networks.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y. ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56).

AWAITING ORAL ARGUMENT: 5

(Figures in parentheses indicate dates initial decisions were issued.)

McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56) Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 5

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19.

IN COURT: 9

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 3; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 17; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

FCC Makes Four Am Grants, Issues One Initial Decision

AN FCC hearing examiner last week recommended granting the application of Radio Mount Kisco Inc., for that New York community's first local am. Also last week, the Commission approved four uncontested am bids for final grants.

Hearings had been held on Radio Mount Kisco's application for the 1310, 1 kw, daytime facility because of interference with WJLK Asbury Park, N. J., and WEVD New York. Hearing Examiner Herbert Sharfman discounted this in view of the community's need of an outlet for local programs.

Approved by the Commission for new ams were:

Tucson, Ariz.—Bamray Broadcasting Co., 1330 kc, 500 w, daytime. Equal partners A. V. Bamford and Ray Odom own KHEP Phoenix, Ariz.

Redding, Calif. — Shasta Broadcasting Corp., 540 kc, 1 kw, day. Shasta principals own KVIP (TV) Redding.

Alamogordo, N. M.—Lyman Brown Enterprises 1270 kc, 1 kw, day. Mr. Brown formerly owned KEAN Brownwood, Tex.

Sylva, N. C.—Harold M. Thoms, 1480 kc, 5 kw, day. Engineering conditions and program tests will not be authorized until Mr. Thoms divests himself of either WISE Asheville or WMMH Marshall, both N. C., which he owns as well as WISE-TV. Other Thoms interests: WEAM Arlington, Va.; WCOG Greensboro; WAYS Charlotte, and WKLM Wilmington, all N. C.

Grant of Ch. 12 to WPRO-TV Reaffirmed in Initial Decision

THE September 1953 grant of ch. 12 Providence, R. I., to Cherry & Webb Broadcasting Co. (now WPRO-TV) should be affirmed, FCC Hearing Examiner Herbert Sharfman recommended last week.

The grant was originally protested by ch. 16 WNET (TV) Providence, now dark, following a merger agreement among the then three competing applicants. WNET claimed that one agreement, allowing two stockholders in one of the applicants to accept a payment of $205,500 in lieu of stock in a new company formed to operate ch. 12, was a "payoff." WNET also charged construction of the station was begun before a grant was made.

The Commission designated the protest for hearing and stayed the grant. The FCC ordered the hearing examiner to submit findings of fact only and not to make recommendations. The hearing examiner issued the "restricted" initial decision in April 1954 and the following January the FCC made the C&W grant effective as well as special temporary authority to commence commercial telecasting.

WNET, arguing that it was discriminated against by the FCC hearing order, took the matter to the U. S. Court of Appeals in January 1955 (while the case was pending WPRO-TV went on the air under the FCC special temporary authority).

A year after WNET's appeal, the court reversed and remanded the case to the Commission because of its failure to order the hearing examiner to issue an initial decision containing both findings of fact and conclusions.

The second initial decision in this case, as issued last week by Examiner Sharfman, reaffirmed the original grant, found no impropriety in the option agreement cited by WNET as a "payoff," and found that WPRO-TV had not engaged in unauthorized construction.

Two Educational V's Granted

TWO educational vhfs—ch. 11 in Des Moines, Iowa, and ch. 7 in Salt Lake City, Utah—were granted by the FCC last week.

The Des Moines facility went to the local Independent School District, which will spend an estimated $125,000 for construction. It will operate with 14.1 kw visual power. The U. of Utah was awarded ch. 7 for a proposed operation at 22.9 kw visual. The university plans to spend $305,000 for construction.

Court Denies KFMB-TV Protest

REQUEST of KFMB-TV San Diego, Calif., for a stay order from the U. S. Court of Appeals in Washington against the FCC's approval for ABC to transmit programs to XETV (TV) Tijuana, Mexico, was denied last week. The request was argued two weeks ago, and followed a long battle by the San Diego tv station to persuade the FCC to prohibit ABC from affiliating with the Mexican station. It claimed this action was unfair competition to San Diego outlets.

5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

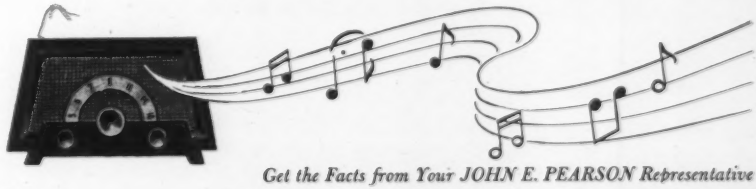
From Dawn to Dusk, WXLW serenades Indianapolis and surrounding area of 100 miles with music and up-to-the minute news. "Day In, Day Out"—All Day, Every Day this high income, rapidly growing market is "hep" to WXLW . . . and your sales message. Spin a "commercial" platter and poll your results . . . a real hit!

5000 Watts Full Time

KSO

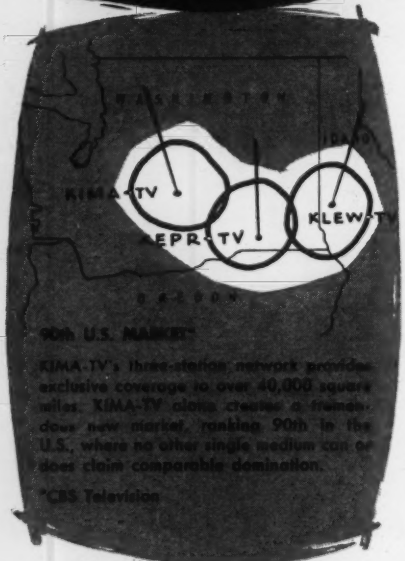
1460 KC
Des Moines, Iowa

In Iowa, it's KSO, the most powerful independent! Programming always popular music, news and sports, KSO holds its listeners' attention and puts them "In the Mood" for your sales message. Financially capable buyers *will* respond. Give KSO a spin—your response will show a "hit"!



Get the Facts from Your JOHN E. PEARSON Representative

The PACIFIC NORTHWEST'S
Largest exclusive coverage



90th U.S. MARKET*
KIMA-TV's three-station network provides exclusive coverage to over 40,000 square miles. KIMA-TV claims greatest dominance over market, ranking 90th in the U.S., where no other single medium can or does claim comparable domination.
*CBS Television

MARKET DATA

POPULATION	511,875
(Urban Population	261,900)
(Rural Population	249,975)
FAMILIES	159,925
EFFECTIVE BUYING INCOME	$859,218,000
GROSS FARM INCOME	$334,735,000
RETAIL SALES	$632,561,000
FOOD SALES	$135,614,000
GENERAL MERCHANDISE	$430,890,000
DRUG SALES	$ 21,335,000
AUTOMOTIVE SALES	$123,748,000

(Source: 1956 Survey of Buying Power)

Yours exclusively with
KIMA-TV
Yakima, Washington
and it's Satellites
KEPR-TV and KLEW-TV
Pasco, Wash. Lewiston, Idaho

See
WEED TELEVISION
Pacific Northwest: ART MOORE

FCC Approves 16 Transfers, Headed by KOOK-AM-TV-Sale

ONE of 16 ownership changes approved by the FCC last week was the $540,075 sale of KOOK-AM-TV Billings, Mont. J. Carter Johnson and associates will turn over control of the properties to Joseph S. Sample, now president-10.7% owner, who has been approved for 93.28% ownership. CBS-affiliated KOOK operates on 970 kc with 5 kw. KOOK-TV transmits on ch. 2 and is affiliated with all three networks.

Mr. Sample's father, John Glenn Sample, is buying 5.85% of the stations for $35,595. The $540,075 sum includes sale of 1,242 shares by 12 stockholders to the new licensee, Montana Network Inc. for $403,650 and deals by President Sample to pay C. L. Crist $121,800 for 406 shares and V. V. Clark $14,625 for 45 shares.

Other transactions approved included:

KOMA Oklahoma City, by KOMA Inc. to Radio Oklahoma for $291,434. Partners in Radio Oklahoma are Burton Levine, president-50% owner of WROV Roanoke, Va.; Myer Feldman, counsel to the Senate Banking & Currency Committee and vice president of Television Exhibitors of America, subscription tv film owned by Mr. Feldman's father-in-law, Lou Poller (WCAN-TV Milwaukee); Arnold S. Lerner, and Donald Rubin.

KLIN Lincolin, Neb., by Frudeger Broadcasting Co. to Fletcher-Mitchell Corp. for $190,000. Jonathan M. Fletcher, executive vice president of a Des Moines savings and loan association, owns 75%, and James I. Mitchell, executive vice president of KPIG Cedar Rapids, Iowa, is president-25% owner.

WEBK Tampa, Fla., to W. Walter Tison for $134,000. He is the former owner of WALT Tampa and was one of the original owners (20%) of WTVT (TV) Tampa which was sold to Oklahoma Pub. Co. (WKY-AM-TV Oklahoma City) last July.

WBBR Brooklyn, N. Y., to Tele-Broadcasters of New York Inc. for $133,000. Tele-Broadcasters, headed by H. Scott Killgore, two weeks ago applied for Commission approval of its $300,000 purchase of KALI Pasadena, Calif. Its other holdings are WKXL Concord, N. H.; WKXV Knoxville, Tenn.; KUDL Kansas City, Mo., and WPOP Hartford, Conn.

KARM-AM-TV Fresno, Calif., which reverts to total ownership by the Harm family as George R. Harm, son of the late founder buys 50% from Clyde F. Coombs for $50,000. Mrs. Hattie Harm, his mother, owns the other 50%.

For other ownership change see For The Record, page 117.

Former ITC Official Defends Toll Tv in Congress Hearings

A FORMER official of International Telemeter Corp., one of three companies which have proposed toll tv systems to the FCC, last week defended pay-as-you-see tv proposals in testimony before a congressional subcommittee.

Louis N. Ridenour, former ITC director of engineering, testifying Thursday before the Joint Economic Stabilization Subcommittee, said: "People who oppose paid television say that the public bought sets and ought to see free tv programs. That's like saying that if you go to a hardware store and buy a frying pan you ought to get free pork chops."

Mr. Ridenour is director of missile research for Lockheed Aviation Corp. The joint subcommittee is studying the general area of automation and technological changes.

The witness also proposed that all color tv be shifted to uhf, where, he said, there is "space there to do a more simple job." Color tv sets are so complicated, he said, "a little technician" should go along with each one sold.

10 DAY DELAY

THE FCC last week postponed to Dec. 28 the deadline for reply comments in the 14 deintermixture cases involving proposals to switch vhf channels from some intermixed cities and in some cases proposing to add another vhf channel to intermixed cities. More than 100 comments, pro and con, were filed with the FCC two weeks ago [B•T, Dec. 10]. Deadline for replies was Dec. 18. The continuance was requested by nine law firms: Arnold, Fortas & Porter; Cohn & Marks; Cottone & Scheiner; Dempsey & Koplovitz; Dow, Lohnes & Albertson; Fly, Shuebruk, Blume & Gaguine; Krieger & Jorgensen; McKenna & Wilkinson, and Welch, Mott & Morgan.

One Fresno Appeal Out, Another Still in Court

THE FCC's grant of ch. 12 to KFRE Fresno, Calif., was affirmed in one respect last week by the U. S. Court of Appeals in Washington when it dismissed an appeal by ch. 47 KJEO (TV) Fresno. However, an appeal by losing applicant KARM Fresno still is awaiting court decision.

The uhf outlet claimed that the Fresno vhf grant was void because a majority of the Commission had not voted in favor. The ch. 12 grant was made in January by three commissioners for KFRE, two against making any grant in Fresno pending the outcome of deintermixture proceedings, one favoring KARM, and the seventh, Comr. Robert E. Lee, favoring KARM but voting for KFRE to break the impasse.

The unanimous court held that KJEO could not bring the vote question up in court because it had not first raised it before the Commission. The court alluded to Sect. 405 of the Communications Act which permits direct appeals by parties, but not to those not a party to an FCC proceeding. KJEO was not a party to the ch. 12 proceedings, the court said. It also dismissed other points raised by KJEO since they already had been answered in the court's Corpus Christi, Tex., decision earlier this year.

THREE MAJOR GENERAL ELECTRIC CAMERA-TUBE ADVANCES PUSH PICTURE QUALITY TO NEW HIGH!

Now, get clearer-than-clear, sharper-than-ever TV pictures with General Electric image orthicons. They are three ways improved. Each improvement wards off a major broadcasting hazard . . . together they add up to a brand-new high in picture quality.

PICTURE BLEMISHES REDUCED. Blemishes are virtually eliminated by sonic cleaning techniques applied in the making of each General Electric camera tube. Premium picture clarity is the result.

NO MORE MOIRÉ PATTERNS. 750-line mesh screen greatly lessens the chance of any moiré effect, and produces pictures with uniform black-white contrast and over-all sharp definition that is clear and sharp.

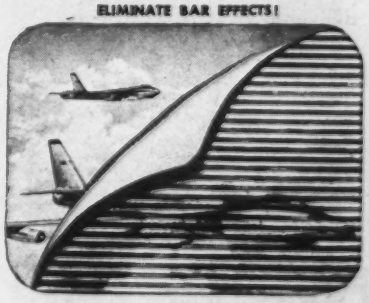
MICROPHONIC BAR EFFECTS ELIMINATED. Special high tension target glass does away with tube microphonics that cause bar effects. You telecast a clean, streak-free picture that is easy on the eyes.

Only General Electric Broadcast-Designed image orthicons give you all these benefits. Use them for topnotch picture quality that will create viewer loyalty and increase your TV audience! For immediate delivery, dial your G-E tube distributor! *General Electric Company, Electronic Components Division, Schenectady 5, New York.*

REMOVE BLEMISHES!

WIPE AWAY MOIRÉ!

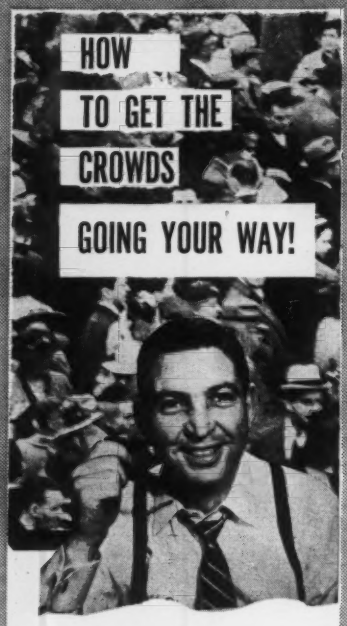
ELIMINATE BAR EFFECTS!



Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F6



Biggest Twin Cities traffic jams are in store aisles— downtown, uptown, wherever WLOL's Big 5 disc jockeys say "Go!" Local businessmen know that. That's why they buy WLOL in preference to any other station.

The local businessman will tell you too that WLOL-delivered crowds reach first for WLOL-sold brands. It's a merchandising fact that will work for you! Let B-5 selling impact send the aisle-jammers your way!

WLOL

Top Independent Radio in
MINNEAPOLIS • ST. PAUL
1330 on the dial 5000 watts
LARRY BENTSON, President
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

Represented by
AM RADIO SALES

Newsman Laurence Urges FCC To Amend Beeper Regulations

JOCK LAURENCE, Washington news correspondent, has asked the FCC to amend its rules so that the "beep" signal will no longer be required when stations are taping their own news reports for later broadcast. Mr. Laurence, who represents radio stations throughout the country as their Washington correspondent, delivers news reports to them by long-distance telephone. The calls are transcribed by the stations for broadcast.

The FCC rules require that a beep tone be interspersed at intervals by the recorder of any telephone conversation. This rule is designed to protect a person from having his telephone conversation recorded without his knowledge and consent.

Mr. Laurence, in a letter to FCC Chairman George C. McConnaughey, maintained that the beep should not be required where a station's reporter calls in news with full knowledge that his voice is being recorded for later broadcast.

President to Light Yule Trees All Over World by Radio Signal

WHEN President Dwight D. Eisenhower opens the Pageant of Peace in Washington this Thursday, he will address a world-wide audience and will light Christmas trees all over the world and on the seven seas simultaneously via a wireless radio signal.

The President's peace address will be carried in the U. S. by all seven major radio and television networks and by the Voice of America in 38 languages.

When the President presses the switch to light a 67-ft. Christmas tree on the Ellipse in Washington, he will, at the same time, light trees in U. S. embassies all over the world. It also will light trees aboard U. S. ships at sea through the cooperation of RCA and the American Maritime Institute, and at servicemen's bases.

Edward R. Carr, Washington businessman, is president of the Pageant of Peace; Harold Fellows, NARTB president, is honorary chirman, and Edward M. Kirby, Washington public relations consultant and former NARTB public relations director, is in charge of public relations.

Talladega Newspaper Merger Affects Am-Fm Ownership

MERGER of two Talladega, Ala., newspapers, one of which controls WHTB-AM-FM there, was disclosed in an application filed with the FCC last week seeking approval to the ownership change in the stations.

Consolidating interests are the Talladega Daily Home Publishing Co. *(Talladega Daily Home)* and Talladega News Publishing Co. (weekly *Talladega News*), the latter controlling Voice of Talladega, licensee of WHTB-AM-FM.

The new company, to be known as the Talladega Publishing Co., will provide for the issuance of 1,010 shares of common stock with a $10 par value. Cecil H. Hornady, majority stockholder-general manager of Talladega News Publishing Co., will be general manager of the merged entity. No changes in either newspaper or station staffs are contemplated, according to the companies.

U. S. Preps for World Meeting

FIRST MEETING of the executive committee, U. S. preparatory committee of the International Radio Conference, has been scheduled for Thursday in the main conference room of the Dept. of State in Washington. The meeting, under the chairmanship of Francis Colt de Wolf, will be held from 10 a.m. until 12:30 p.m., and will be concerned with committee memberships, work programs and responsibilities of committee chairmen and members as well as other matters. The 1959 International Radio Conference, which will probably be held at Geneva, Switzerland, will review and revise the radio spectrum last reviewed in 1947 at Atlantic City, N. J.

FTC Says Singer Misrepresents

THE Federal Trade Commission last week accused the Singer Sewing Machine Co., New York, of selling used sewing machines as new. The FTC, in its complaint, said the sewing machine firm sold as new machines repossesed machines, floor samples, demonstrators and trade-ins. The government agency said that frequently the prices of these machines were the same or approximately the same as new ones. In some cases, FTC said, repossessed machines were labeled floor samples or demonstrators because the public prefers this type to repossessed equipment. A hearing was ordered in New York March 12. The company has 30 days to answer the complaint.

Emerson Denies FTC Charges

EMERSON Radio & Phonograph Corp. has denied it engages in false or misleading advertising. The radio-tv manufacturer filed its answer to an Aug. 20 complaint by the Federal Trade Commission which said Emerson advertised as a "transistor" radio one that also contained vacuum tubes. Emerson claimed that its use of the term was in accord with accepted commercial use, and that its current advertising qualifies the "transistor" term, by such nomenclature as "all-transistor" when that is correct, and as "transistor-tube" receivers for those radios which also contain electronic tubes.

Sec. 315 to Be Discussed

HAROLD FELLOWS, NARTB president, and Warren Baker, FCC general counsel, are scheduled to discuss Sec. 315 of the Communications Act and other problems involving use of radio and television in political campaigning in testimony tomorrow (Tuesday) before a special House committee which is seeking to determine how federal election laws can be improved. The special House group, headed by Rep. Clifford Davis (D-Tenn.), also will hear Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, during its sessions today through Wednesday.

ESSO RESEARCH works wonders with oil

Oil you never see helps make beautiful jewelry

SIROCCO JEWELS BY COROCRAFT

Creating the sparkling brilliance and perfect design in high-fashion jewelry . . . that's the very last job you'd expect of oil! Yet Esso Research developed a special oil to coat the metal, and help make the flawless shaping of these pieces possible. Finding the right lubricant is one way **ESSO RESEARCH** *works wonders with oil.*

ESSO

Of course
WATE-TV is NBC, but let's talk
(Affiliate)
about local programing !

In Knoxville, from 7a.m. to 1a.m., People Watch The Best in Shows on WATE-TV

HOMEMAKER'S SHOW, Mary Starr, East Tennessee's number one homemaker, prepares popular and practical dishes on-camera showing each step of every recipe weekday mornings at 9:30.

LITTLE RASCALS, singing personality Roy Sneed is visited on the set each weekday at 5:00 p.m. by pre-schoolers. They sing and talk with Roy as well as watch "Our Gang" comedies.

WATE-TV NEWS, Worldwide U.P. Fox Movietone news film plus local sound-on-film coverage and capable announcers make WATE-TV's news shows tops!

MOVIETIME, some of the finest films ever produced by 20th Century Fox, David O. Selznick, Warner Brothers and other top studios are on WATE-TV's late movie every night.

Sell *Knoxville . . . Tennessee's 2nd Largest Metropolitan Area!

*May 10, 1956 Sales Management Survey of Buying Power

WATE-TV CHANNEL 6 NBC

POWER MARKET OF THE SOUTH

Knoxville, Tennessee

Affiliated with WATE Radio

Represented Nationally by AVERY-KNODEL, INC.

GOVERNMENT

Union's Right to Spend Funds On Political Broadcasts Argued

A UNION'S RIGHT to spend general membership funds for political broadcasts was argued before the U. S. Supreme Court in Washington last fortnight. The union is the United Automobile Workers (AFL-CIO).

Brought on appeal by the Dept. of Justice, the case involves the UAW's sponsorship of a series of tv programs on WJBK-TV Detroit advocating the election of Democratic senatorial and congressional candidates from Michigan in the 1954 election. The union paid for the broadcasts from its general treasury. A federal grand jury indicted the union for violation of the Corrupt Practices Act (which forbids a labor union or a corporation from making expenditures or contributions to help elect a candidate). Last February, the lower court judge dismissed the suit, agreeing with the union that sponsorship did not constitute "expenditure" in the meaning of the act.

In last week's Supreme Court argument, the UAW's attorney took the position that the union was stating its position on the election and not contributing to the candidacy of any nominee.

Sheppard Case Review Sought; Tv, Radio 'Exploitation' Charged

DR. SAMUEL H. SHEPPARD of Cleveland has asked the U. S. Supreme Court to reconsider its Nov. 13 action which declined to review the doctor's conviction of the 1954 murder of his wife, Marilyn [B•T, Nov. 24].

Dr. Sheppard's appeal to the high court argued that newspaper, radio and tv treatment of the murder case, both before and during the trial, "influenced" the judge and jury and prevented the doctor from receiving a fair trial. Dr. Sheppard, an osteopath, is now serving a 10-year-to-life sentence in the Ohio Penitentiary.

The reconsideration plea claimed that the court's denial of a hearing, if allowed to stand, will be exploited by publicity-seekers in sensational cases all over the country. The petition stated: "Newspapers, telecasting and broadcasting companies will point to this case as the open door to the courtroom where they can enter with impunity and approval to advance the personal interests of their companies or organizations. . . ."

McCaws File For Oregon Vhf

APPLICATION for ch. 13, La Grande, Ore., was filed with the FCC last week by Robert S. and W. Donald McCaw, as equal partners in Grande Ronde Tv Co. Messrs. McCaw propose 15.6 kw visual radiated power with antenna height of 1,934 ft. above average terrain. Costs were estimated at $67,300 for construction and $60,000 for first year operation. La Grande is in northeastern Oregon.

Robert S. McCaw owns KWIQ Moses Lake and one-third of KLOQ (formerly KYAK) Yakima and KALE Richland, all Wash. W. Donald McCaw holds no broadcast interests.

Pre-show line up of Edgar Bergen's "Do You Trust Your Wife" presents striking view of 8 of the 9 Mitchell cameras which film the popular TV show in one continuous run.

MORE MULTIPLE CAMERA TV FILMING

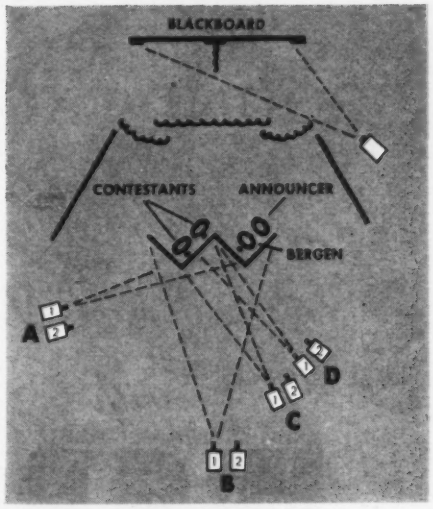
Battery of Nine Mitchell Cameras Photographs Edgar Bergen's TV Show

One of the most startling developments in TV film making is today's growing use of multiple camera set-ups. An outstanding example of this trend is Edgar Bergen's popular weekly TV show on CBS, The Don Fedderson Production, "Do You Trust Your Wife?" for which a battery of nine Mitchell 35mm cameras is used.

Four cameras are in simultaneous operation at all times and sound and filming is continuous for one hour before a live audience; later editing reduces footage to a half-hour show. Director Jim Morgan has made over 50 shows to date with nine Mitchell cameras used in this technique.

Similar to this production format is NBC's Groucho Marx Show, "You Bet Your Life," where eight Mitchell cameras are used.

Multiple camera work places great demands upon the cinematographers' equipment. Mitchell Cameras meet these exactingly-uniform precision filming requirements as do no other cameras in existence. For information, write: Mitchell Camera Corporation, 666 West Harvard St., Glendale 4, California.



Positions of the 9 Mitchell cameras are shown here. Four groups of 2 cameras each are used, with one camera in each group always shooting, second camera takes over when first reaches end of film.

Looking into the imposing array of cameras are Edgar Bergen, Charlie McCarthy and contestants.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

*85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell

HEADLEY ELECTED SRA PRESIDENT

FRANK M. HEADLEY, president of H-R Representatives and H-R Television, was elected president of Station Representatives Assn. last week at an annual membership meeting which also heard officials forecast a record-setting $150 million in spot radio billings this year.

MR. HEADLEY

Mr. Headley succeeds Adam Young Jr., head of the firm of that name, who retires as SRA president at the end of this year after serving two terms. Mr. Young becomes a board member for 1957. His work as president drew special commendation from the SRA members.

H. Preston Peters, president of Peters, Griffin, Woodward, was re-elected vice president of the association; Eugene Katz, president of the Katz Agency, was re-elected treasurer, and Robert Meeker, president of the Meeker Co., was re-elected secretary.

Lewis H. Avery, president of Avery-Knodel; Joseph J. Weed, president of the Weed radio and tv firms and John P. Blair, president of the Blair radio and television organizations, were named board members along with Mr. Young.

The forecast of a record year for spot radio billings was made by SRA Managing Director Larry Webb, who said that "national spot radio time sales for October reached the new plateau that station representatives have been predicting"—a total of $16,004,000—and that "it is possible now to forecast with fair accuracy the total spot radio business for 1956, with two months, November and December, yet to be reported.

"SRA estimates that that figure will be $150 million, a 20% increase over the final 1955 figures."

The previous record, set in 1953, was under $135 million.

The October figure represented a 31% increase over October 1955 and a 37% gain over September 1956. The figures are compiled monthly for SRA by Price-Waterhouse Co., accounting firm. The SRA index of spot radio business for October, Mr. Webb said, was 143.2. The index is based on FCC official figures for 1954, "considered to be the most typical FCC previous year."

At the annual meeting Mr. Webb also introduced two new SRA members: Charles Bernard, whose Charles Bernard Co. joined the association a short time ago, and Richard O'Connell of Richard O'Connell Co., which becomes an active member Jan. 1.

Mr. Headley, SRA president-elect, has headed the H-R radio and tv firms since 1950, and before that was president of Headley-Reed Co., representation firm, from 1939 to 1950. He started his career with Standard Oil Co. in Nebraska in 1930, practiced law in Omaha in 1932-34, was an FBI special agent from 1934 to 1936, when he joined Kelly-Smith as manager of the radio division, a post he held for some three years.

Nielsen Coverage Data Topic of SRA Meetings

STATION Representatives Assn. plans meetings shortly with both the Radio Advertising Bureau and the American Assn. of Advertising Agencies in an effort to promote uniformity in interpretation of the new Nielsen Coverage Service Report No. 2.

Collaterally, SRA's research committee has prepared a strong recommendation that the so-called "SRA formula," which was developed and used in connection with NCS No. 1, again be promoted for use by advertisers and agencies in projecting local ratings to a station's full coverage area. The "SRA formula" was widely used in projecting the NCS No. 1 data, and its developers, while acknowledging that it is not perfect, point out that it has been generally accepted as "the least bad" method yet devised.

The committee's proposal to the SRA is being announced today (Monday) by SRA Managing Director Larry Webb. Discussing the recommendation, SRA retiring President Adam Young Jr. said he had every confidence "that the organization would vigorously conduct an educational campaign at all levels—station, advertiser, and agency—to insure proper and continued recognition of radio as a potent sales force." He said it was his opinion that the new Nielsen data, interpreted correctly, prove there are many sound reasons for even wider use of radio as an advertising medium.

The SRA formula is a mathematical device which makes it possible to establish a "base" on which a program's local rating may be projected to get the program's rating for the full coverage area of the station. In simplified terms, the home-county NCS percentage is divided into the total-area NCS, and the local rating of a program is then projected against the result to get the total-area rating.

The SRA research committee is headed by William Crumley, director of research for Adam Young Inc. Other committee members at the meeting on NCS No. 2 included Daniel Denenholz, The Katz Agency; Ward Dorrell, John Blair & Co.; Avery Gibson, H-R Representatives; John Hurlbut, Peters, Griffin, Woodward; and Winnie Schaeffer, Weed & Co.

Treyz to NARTB Tv Board

OLIVER TREYZ, ABC-TV vice president, has been appointed to the NARTB Tv Board by NARTB President Harold E. Fellows. He supplants Ernest Lee Jahncke Jr., who recently resigned as ABC vice president [Nov. 12]. Mr. Treyz' term expires at the end of the 1957 NARTB convention.

"SOUND-FACTOR"

The Sparkle of

Impressionable Living

with

RADIO WSRS

ON

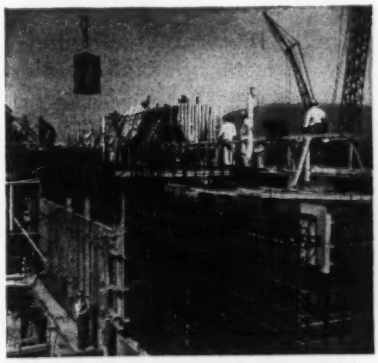
GREATER CLEVELAND'S

NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY TO RECOGNIZED ADVERTISING AGENCIES BY WSRS, INC., CLEVELAND 18, OHIO

Only STEEL can do so many jobs so well

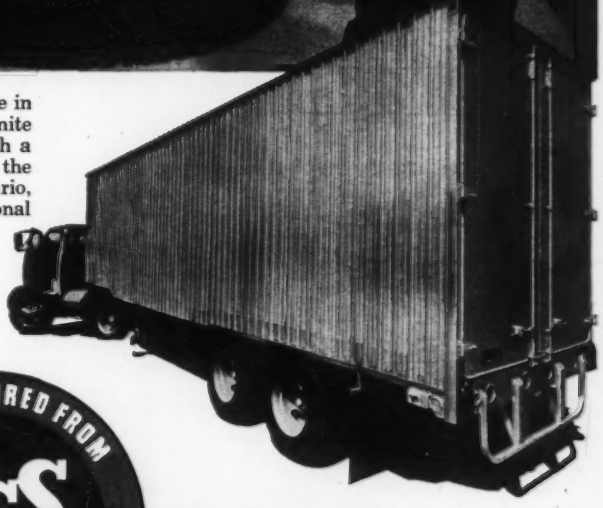
They Call It "Curling." Scottish soldiers introduced this game in Quebec, just before the Revolutionary War. The 40-pound granite stones are slid down a 140-foot sheet of ice, frequently with a "curling motion" that curves them around other stones. In the picture, members of the New Liskeard Curling Club, Ontario, sweep the ice ahead of the oncoming stone. Miles of USS National Pipe lie beneath many of the rinks, carrying the brine that freezes the ice.



First Atomic Power Plant is being built near Shippingport, Pa. This tremendous project uses thousands of tons of concrete —all reinforced with steel bars and mesh from U.S. Steel Supply.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel.



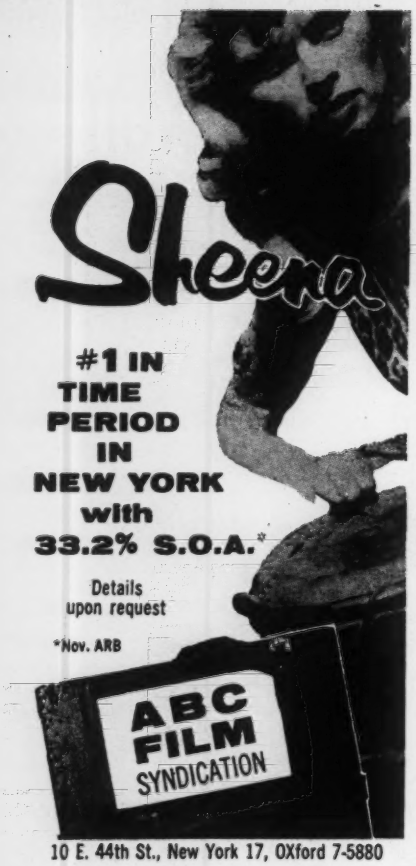
Trailers That Won't Wear Out. It's true. No trailer made from Stainless Steel has ever been known to wear out, because Stainless is *far* stronger than other metals, and it will not corrode and weaken. The great strength of Stainless allows compact design. The trailer shown here, for example, has sides made from thin sheets of Stainless Steel, corrugated into walls that are only one inch thick. Consequently, it can carry much more cargo than ordinary trailers.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-1452

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.



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WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—Boston, WBZ + WBZA; Pittsburgh, KDKA; Cleveland, KYW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Television—Boston, WBZ-TV; Pittsburgh, KDKA-TV; Cleveland, KYW-TV; San Francisco, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

NARTB Group Outlines '57 Convention Agenda

BROADCASTERS and members of the FCC will hold their annual question-answer session at the Wednesday (April 10) morning session of the April 7-11, 1957, NARTB convention in Chicago. The FCC program and other events scheduled for the industry's spring convention were reviewed Wednesday by the association's convention committee, which met at the Conrad Hilton Hotel, site of the 1957 meeting.

Commission participation will include the annual address by Chairman George C. McConnaughey. This event is scheduled for the Tuesday luncheon.

Co-chairmen of the convention committee are Herbert L. Krueger, WTAG Worcester, Mass., and Kenneth L. Carter, WAAM (TV) Baltimore. They are respective chairmen of the NARTB Radio and Tv Boards. At the Wednesday meeting they went over the 1957 program in detail.

Everett Revercomb, NARTB secretary-treasurer, reported on overall convention programming, including plans for the annual equipment and service exhibits. The annual reception prior to the banquet will be tendered by tv film producers. The banquet is scheduled Tuesday evening instead of Thursday, final convention day.

Sunday, April 7, will include non-agenda events and opening of the exhibits at noon. The exhibits will be open 9 a.m.-6 p.m. Monday, Tuesday and Wednesday, closing Thursday at 2 p.m.

Engineering Conference Monday

The annual engineering conference will be held Monday. Non-agenda events also are scheduled during the day, plus a Monday noon engineering reception and luncheon. A management fm clinic is scheduled at 1:30 p.m. Monday, followed by a labor relations clinic at 3:30 p.m. for both radio and tv delegates.

Tuesday the engineers will join the opening management session at which the keynote speaker will be heard. A subcommittee of the convention committee discussed keynote problems last week at Chicago, reporting to the full committee. The Tuesday program includes the FCC chairman's luncheon address, with engineers going back to their own auditorium in the afternoon while separate radio and tv management sessions are held.

Engineers join management again Wednesday morning for the FCC panel and again at lunch where NARTB President Harold E. Fellows will deliver his annual report to the membership. Wednesday afternoon will feature a radio-only management program. The Radio Pioneers dinner will be held that night.

Thursday, final convention day, will feature concurrent radio and tv meetings in the morning, with engineers having their own program. The afternoon management session will be tv-only, including election of tv board members. This election has been held Monday afternoon at recent conventions.

Attending last week's committee meeting were Gaines Kelley, WFMY-TV Greensboro, N. C.; E. K. Hartenbower, KCMO Kansas City; Campbell Arnoux, WTAR-TV Norfolk, Va.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Ward L. Quaal, WGN-TV Chicago; W. D. Rogers, KDUB-TV Lubbock, Tex.; Harold P. See, KRON-TV San Francisco; F. C. Sowell, WLAC Nashville, and Edward A. Wheeler, WEAW-FM Evanston, Ill. Ward Ingrim, KHJ Los Angeles, was excused.

Nine U. S. Disc Jockeys Make Fact-Finding Trip to Vienna

FIRST MAJOR TEST of effectiveness of the newly-established National Council of Disc Jockeys for Public Service will follow a week-long, fact-finding trip to Vienna and back which began yesterday (Sunday). Nine U. S. disc jockeys, all directors of the council, were flown over under the auspices of CARE and the International Committee on Emigrant Migration on a non-scheduled airliner to survey at first-hand refugee conditions in Austria.

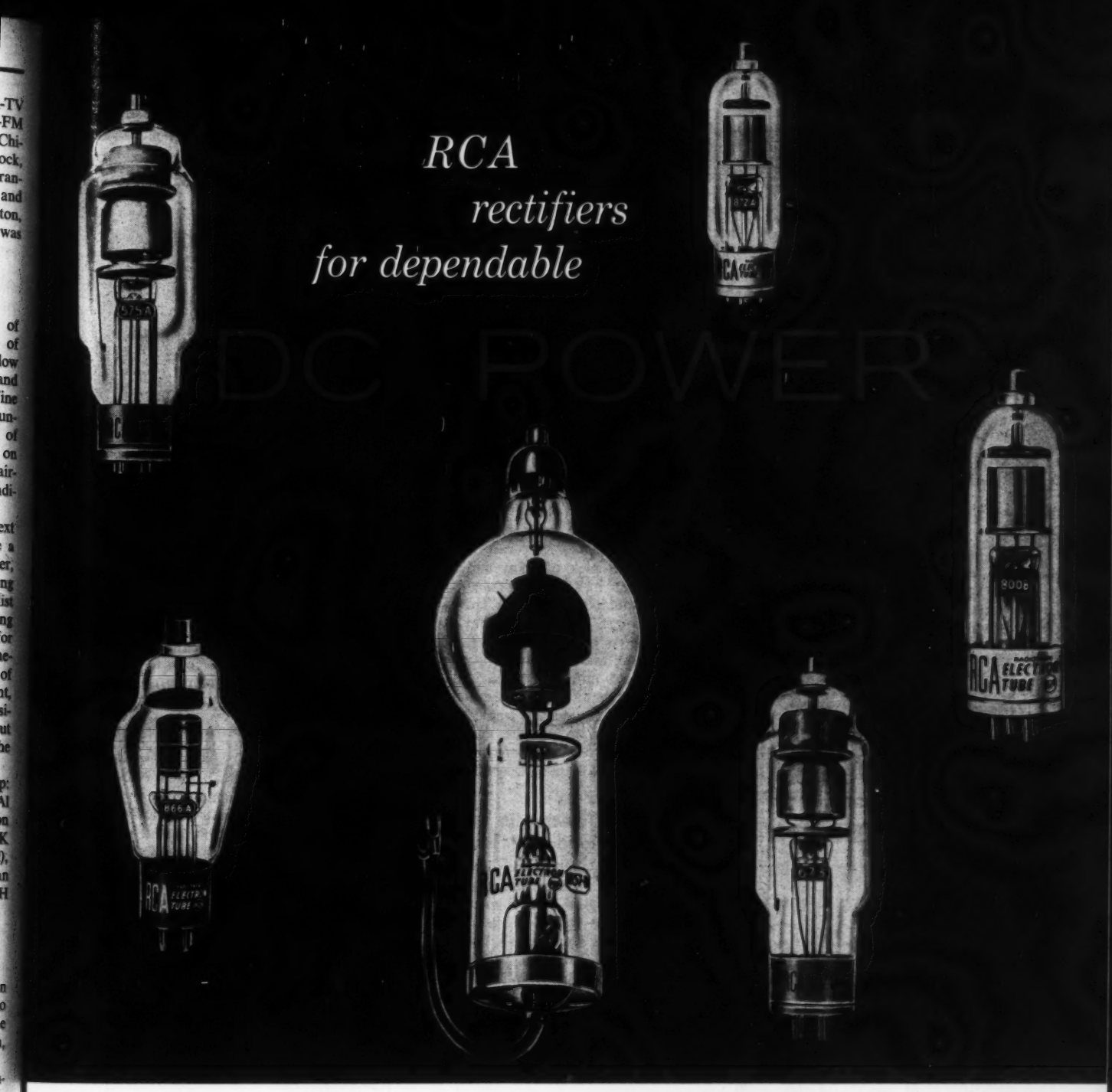
Following their return to the U. S. next weekend, the disc jockeys plan to make a report on their trip to President Eisenhower, after which they will take to the air along with 1,500 other disc jockeys to enlist the aid of U. S. teenagers in supporting CARE and other organizations working for the relocation, clothing and feeding of homeless Hungarians. Murray Kaufman of WMCA New York, the council's president, noted the trip presented "tremendous possibilities to show that the teenager, when put to a useful cause, can be an asset to the community."

Included in the platter spinning group: Del Courtney (KFSO San Francisco), Al Jarvis (KFWB Hollywood), Bob Clayton (WHDH Boston), Don McLeod (WJBK Detroit), Phil McLean (WERE Cleveland), Paul Berlin (KNUZ Houston), Art Pallan (KDKA Pittsburgh), Buddy Deane (WITH Baltimore), and Mr. Kaufman.

Radio's Rebirth Spotlighted By Podester in RTES Seminar

"EVERYBODY is talking about radio again and a great many more advertisers seem to be buying it again," according to Jane Podester, timebuyer of McCann-Erickson, New York.

Addressing the time buying-selling seminar of the Radio & Television Executives Society in New York last Tuesday, Miss Podester reviewed the use of ratings in placing radio, tv spot and film campaigns on broadcast stations. After showing the merits and weak points in tv buying techniques,



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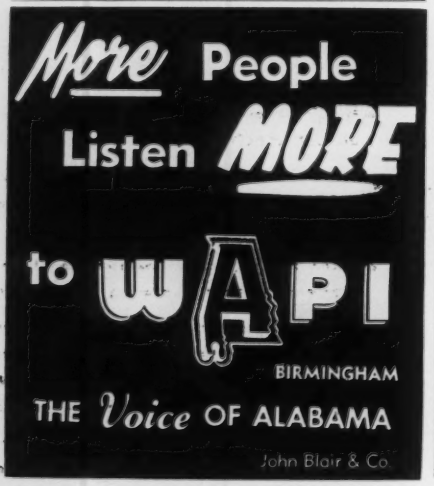
Backed by more than a quarter century of experience in building rectifier tubes for almost every type of transmitter application, RCA high-power rectifier tubes are setting year-after-year records for minimum equipment "down-time"—and low cost per hour of tube operation.

For fast ON-THE-SPOT service in obtaining RCA Rectifier Tubes for broadcast and television applications, call your RCA Tube Distributor.

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA
Tube Division, Harrison, N. J.

How to get More Hours from RCA Mercury-Vapor Rectifiers



TRADE ASSNS.

ELECTION PROCEDURE

NEW election procedure for the NARTB Radio Board has been written into the by-laws under an amendment voted by the membership, 1,004 to 14. The by-laws now specify that, following custom, eight even-numbered districts will elect in even years and nine odd-numbered districts in odd years. Terms will be for two years. Of eight directors-at-large to be elected in early 1957, one each for large, medium, small and fm categories will be one-year terms and the remainder will be two-year terms. This procedure is based on the recent restoration of at-large directors by membership vote.

she turned to the resurgence of radio in the national advertising field.

"Anyone buying a radio campaign a few years ago, with a few very rare exceptions, could have his pick of spots and virtually was knee-deep in special packages, saturation plans and what-have-you (polite term for rate-cutting)," she said. "Today the situation seems to be a little changed and in some cases we are faced with the phenomenon of the sold-out radio station. . . .

"Today anyone buying just two radio spots a week in any market would be looked upon as peculiar, to say the least. Almost all radio campaigns now revolve about some form of multiple exposure or the idea of saturation."

Broadcasters-Telecasters Assn. Formed by Florida UP Stations

THE Florida United Press Broadcasters-Telecasters Assn. was organized a fortnight ago at a meeting of station managers and news directors at Orlando, Fla.

Named to the association's board of directors were Don Brookins, WDLP Panama City; William McBride, WDBO Orlando; James Gilleland, WGBS Miami; William Grove, WMBR-TV Jacksonville; Richard John, WTVT (TV) Tampa, and Ralph Renick, WTVJ (TV) Miami.

Charles E. Noland, manager of UP's Tampa bureau, will be secretary of the association. The group will meet again next April and elect officers.

FCBA Sets Annual Meet Jan. 11

ANNUAL meeting of the Federal Communications Bar Assn. to elect officers and transact other business is scheduled to be held Jan. 11, 1957, at the Sheraton Park Hotel, Washington. The meeting is to be followed by the annual banquet that night at the same place. George O. Sutton is the retiring president. Other officers are George S. Smith, first vice president; William C. Koplovitz, second vice president; Verne R. Young, secretary; Norman E. Jorgensen, assistant secretary; Howard J. Schellenberg, Jr., treasurer. Executive committee members comprise the officers, *ex officio*, and Donald C. Beelar, Robert M. Booth Jr., Jeremiah Courtney, Henry G. Fischer, W. Theodore Pierson and Thomas W. Wilson.

PROGRAM SERVICES

New Closed-Circuit Firm Names Judge Sales V.P.

TOM W. JUDGE, eastern sales manager of CBS Spot Sales, has resigned to become vice president in charge of sales for the newly-organized Closed-Circuit Telecasting System Inc., New York [B•T, Dec. 10]. Mr. Judge's appointment, announced last week by CCTS President Fanshawe Lindsley, is effective Jan. 1.

MR. JUDGE

Mr. Judge, formerly with the retail sales staff of *Life* magazine, thus will renew his association with Mr. Lindsley, former *Fortune* magazine advertising executive, after a six-year interval. Mr. Judge in 1951 joined CBS as an account executive in the New York office, becoming, in June 1955, midwestern manager of Spot Sales, and a year later, eastern manager.

CCTS plans to be the first operation of its kind to schedule coast-to-coast, big-screen, closed-circuit color tv.

UP Prepares Yearend Scripts

A SERIES of eight special yearend scripts has been prepared by United Press for its radio-tv station clients, covering nearly "every facet of this historic year," the news service announced last week. All scripts are designed for 15-minute programs, and cover such highlights (chosen on the basis of a national poll conducted by UP among its subscribers) as the Grace Kelly wedding, the Eisenhower landslide, the Balkan powderkeg's explosion, in addition to news stories from the world of sports, women, and humor. The Eisenhower, Kelly and Hungarian-Polish scripts are broken down into *Man of the Year, Women of the Year,* and *Story of the Year.*

Olmsted Enlarges Space

ITS third major expansion in studio, office and storage space in two years—increasing present floor space by 30%—was announced last week by Olmsted Sound Studios, New York. Added to its physical operations at 1

E. 54th St., Manhattan, were two new echo chambers, a tape library and larger office and storage facilities. Cost of the project was estimated at $25,000 by Richard Olmsted, vice president and chief engineer.

'Music from Germany' Feature Carried by 18 U. S. Stations

WEEKLY series of imported radio programs, *Music from Germany,* sponsored by the Assn. of German broadcasters is being heard on six U. S. commercial "good music" stations and on 12 collegiate outlets.

The programs, composed of original German broadcast tapes interspaced with interviews and commentaries by David Berger, a naturalized American of German descent (and a former Voice of America newscaster), are flown weekly from Bonn to the U. S. through the Roy-Bernard Co., a New York public relations firm. The shows are placed on WQXR New York, WGMS Washington, WCRB (FM) Boston, WFMT (FM) Chicago, KEAR-FM San Francisco and KIXL Dallas. They also are made available as a public service to various members of the intercollegiate broadcasting system.

According to spokesmen for the association, Mr. Berger has not only "sold" an enormous amount of good will, but also has aided the cause of the German phonograph record industry, contributing to the rise in U. S. business in Telefunken, Deutsche Gramafon and Polydor records.

United Press Dramatic Show Highlights Role of Newsmen

UNITED PRESS Radio will distribute to its client stations, on a complimentary basis, a recorded 30-minute dramatic round-up of the role of the newsmen covering top news stories of 1956, it was announced last week by UP Radio News Manager John J. Madigan.

The program, which may be aired commercially or sustaining by the local stations, was produced for UP by Sherman H. Dryer Productions, New York. It highlights such stories as the Hungarian uprising, the invasion of Egypt, the sinking of the *Andrea Doria,* the landslide victory of President Eisenhower and the Democratic congressional victory.

More Than 40 Buy Welk

RCA Recorded Program Services, N. Y., last week announced the sale of the RCA Thesaurus' *New Lawrence Welk Show* to more than 40 radio stations, with sponsorship in about half of the market by Dodge-Plymouth dealers. The Dodge-Plymouth Div. of Chrysler Corp. sponsors Lawrence Welk on ABC-TV.

SESAC Offers 3 New Programs

THREE new programs will be sent monthly to subscriber stations effective Jan. 1 by SESAC Library Script Service, SESAC Inc. announced last week. The shows are *Rendezvou With Maltby, Magic Holiday* and *Tuneful Topics,* all musical shows. The first two are 30-minute programs and *Topics* is a 15-minute woman's show that presents hints on foods preparation and housekeeping as well as music.

Advertisement

From where I sit
by Joe Marsh

Imagination by the Bucketful!

Whitey Fisher's the County Farm Agent in these parts. Takes his job so seriously that lots of folks can't resist playing jokes on him.

For instance, one old dairy farmer casually reported he was getting 8 buckets of milk for every 6 he used to get!

Whitey got quite excited—wanted to know if the old fellow had hit on some revolutionary new feed formula. *Nope.* Had he bought new high-priced cows, then? *Nope.* New milking equipment, maybe? *"Wrong again, young fellow—just usin' smaller buckets."*

From where I sit, Whitey's a little too willing to believe anything and everything for his own good. Reminds me of how a lot of people are all too ready to believe that having a glass of beer now and then is "wrong"—just because they heard someone say so. Examine the facts carefully, then make up your own mind, I say. Don't let anybody "cow" you into being intolerant.

Joe Marsh

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Details upon request
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NEXT MONTH

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—**Boston**, WBZ + WBZA; **Pittsburgh**, KDKA; **Cleveland**, KYW; **Fort Wayne**, WOWO; **Chicago**, WIND; **Portland**, KEX

Television—**Boston**, WBZ-TV; **Pittsburgh**, KDKA-TV; **Cleveland**, KYW-TV; **San Francisco**, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

Compatible Color Camera System In Commercial Production at RCA

RCA last week announced it has begun commercial production of the first compatible color television camera system specifically designed for medical use.

According to E. C. Tracy, manager of the RCA broadcast and television equipment department, the medical camera is "engineered for completely remote operation and maximum efficiency," and is expected to be used in hospitals and medical centers, colleges and universities and research institutions for origination of live closed-circuit or on-air colorcasts of surgical, medical and educational instruction and demonstrations.

Deliveries of the medical tv camera, Mr. Tracy said, are scheduled to get underway this month, with the first units going to Walter Reed Army Medical Center, Washington; Smith, Kline & French Labs, Philadelphia, and the U. of Michigan Medical School, Ann Arbor. Other orders are being accepted for spring delivery.

The new camera is designed around three vidicon camera tubes and special electronic circuitry which, Mr. Tracy claimed, "makes possible televising surgical procedures in full-color detail under normal operating-room lighting." It measures 26 by 15 by 14 inches, weighs less than 200 pounds and is designed for permanent installation in an overhead fixture which supports both camera and surgical lamp.

New Line of Portable Tv Sets Introduced by Sylvania at Meet

A LINE of tv portables using a new 110-degree picture tube (17-inch screen size) was introduced Thursday by Sylvania Electric products at a western regional meeting of distributors at Phoenix.

Depth of the portable, housed in a steel cabinet, is only 13⅝ inches, according to Sylvania, which saw in the set's introduction "the start of an era that eventually will mean flat, picture-frame type television sets that will hang from the wall." Conventional picture tubes are 90 degrees.

The portables weigh less than 34 pounds and are retailing at suggested prices ranging from $139.95 to $169.95.

Zenith Unveils 22 New Tv Sets

LINE of 22 new tv receivers, including 17-inch and other portable models, was unveiled by Zenith Radio Corp. last week at a mid-winter distributors meeting in Chicago.

At the same time, L. C. Truesdell, vice president and sales director, cautioned distributors there is no room in today's selective buyer's market for "no profit, price-tag selling." He described "heads up" merchandising and clear emphasis on quality, features and value as keys to profits for radio-tv dealers-distributors in 1957.

The company's new portables offer 149 square inches of rectangular viewing area compared to a maximum of 104 (14-inch) in others now on the market, it was explained. Line also includes 14-inch sets as well as 21-inch table, console and "lo-boy" tv phonograph models.

Mr. Truesdell reviewed a program of merchandising techniques designed for local dealers, including a "companion selling" method discarding single-item emphasis.

MANUFACTURING PEOPLE

Harold S. Geneen, executive vice president of Raytheon Mfg. Co., Waltham, Mass., elected director of firm.

Philip J. Wood, formerly assistant to vice president in charge of radio-tv sales, Zenith Radio Corp., appointed sales manager of radios and phonographs.

L. H. Josefson, Telex Labs, St. Paul, Minn., named general sales manager of industrial electronics division.

Frank Gorny, formerly copywriter on radio-tv-phonograph lines at Sears, Roebuck & Co., to advertising department of Motorola Inc., Chicago, in similar capacity.

Herbert Metz, 64, retired director, district manager and member of the executive committee, Graybar Electric Co., died Dec. 4 after brief illness.

Lt. Gen. Lewis A. Pick, U. S. Army (Ret.), member of executive committee of ORRadio Industries Inc., died at Walter Reed Hospital in Washington on Dec. 2.

MANUFACTURING SHORTS

RCA has reported shipments of two section superturnstile antenna to KVIT (TV) Santa Fe and 6-kw transmitter to WJBK-TV Detroit. Firm's Semiconductor Div., Harrison, N. J., announced availability of junction transistor of germanium p-n-p alloy type (RCA-2N206), intended for use in audio-frequency amplifier applications.

Motorola Inc., Chicago, announces establishment of Otto Graham Sportsmanship Award championship trophy, to be presented annually to winning team in Chicago Parks' football school and "small fry" league in which 3,000 boys (ages 12-13) participate.

Sylvania Electric Products Inc., Radio-Tv Div., has completed transfer of its headquarters from Buffalo to Sylvania's 433,000-sq. ft. tv plant in Batavia, N. Y.

RCA is offering illustrated guidebook to its broadcast equipment and systems for both color and black-and-white closed circuit tv service in medical, educational, industrial and business fields. Booklet is entitled *RCA High-Fidelity Television* and is available on letterhead request from Department Tv-1056, Building 15-1, Radio Corp. of America, Camden, N. J.

Allen B. DuMont Labs reported last week that KELO-TV Sioux Falls, S. D., has ordered complete DuMont MultiScanner system to originate color film and color slides. Also reports that Signal Productions will use DuMont Electronicam film system to take advantage of new policy of leasing equipment for use in producer's own studio. Signal's first shooting with Electronicam is series of Kelvinator commercials for Geyer Adv., New York.

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A MERRY CHRISTMAS FROM THE ENTIRE MASTHEAD

BROADCASTING
TELECASTING

RFE To Get 'Clean Bill' On Hungary Broadcasts

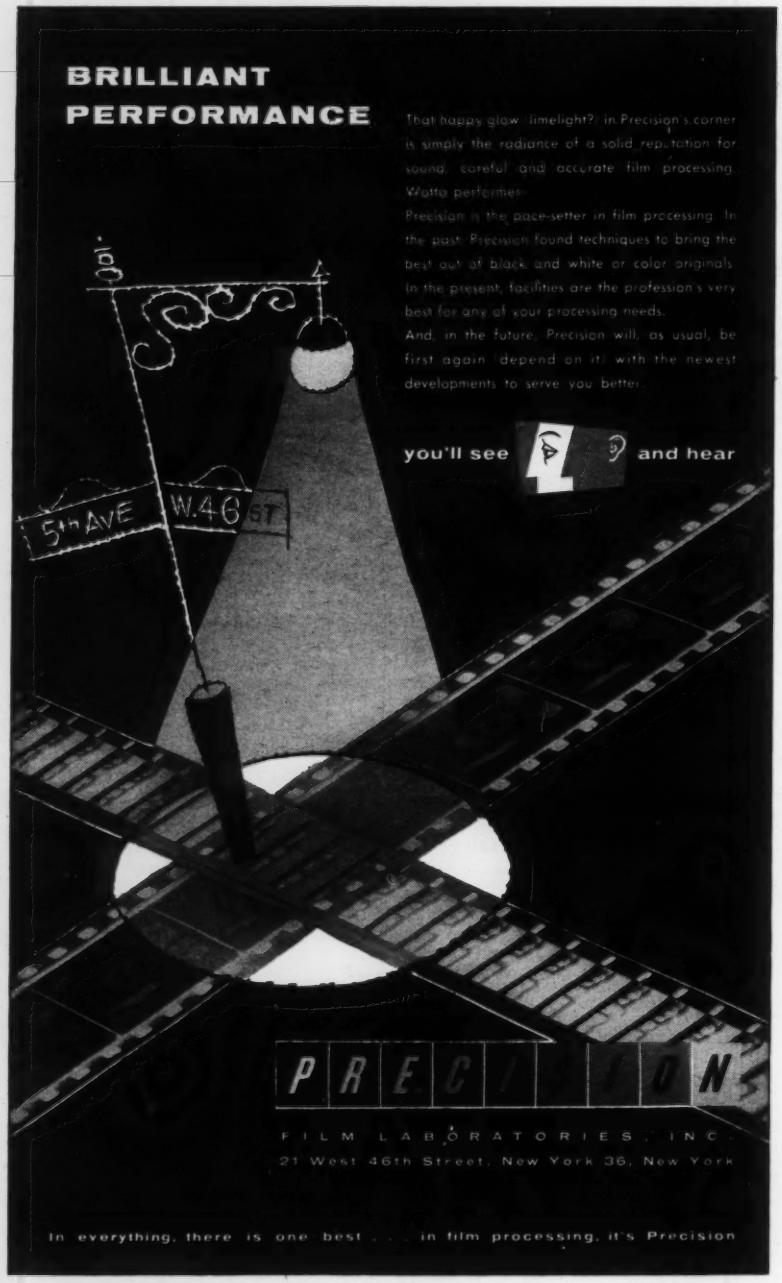
THE West German government, which is investigating the $10 million broadcast activities of Radio Free Europe following the public controversy that arose out of RFE's alleged "inflammable" broadcasts to Hungary, reportedly will give the agency a clean bill of health after the first of the year.

A German diplomatic source told B•T last week that an investigation conducted by the foreign office in Bonn so far had not come up with any broadcast tape or script that would lend credence to the charges made and that "the Hungarians probably heard more than was actually said."

The representative of the *Deutsches Bundesrepublik*, who had just returned from Germany, added that the foreign office is deferring its official pronouncement until after the holidays.

RFE, which maintains its principal European offices and studios in Munich (with transmitter sites in Bavaria and Lisbon, Portugal), operates on a government license even though it is an unofficial agency. Consequently, after the West German press began attacking the existence of RFE, the sources indicated, the foreign office had no other resource but to call in and review more than 250 hours of air check tape recordings made during the first week of the Hungarian resurrection.

The German government, in light of its goal of seeing a united East and West Germany (in addition to the existence of diplomatic relations between Bonn and Moscow), is particularly sensitive to the stationing in its country of a propaganda organization. One of the heaviest attacks on RFE launched during the past fortnight was made by Anna Kethly, a Hungarian Social Democratic leader who fled to the West during the Soviet attack on Budapest last month. She has charged that RFE hindered, rather than helped, the rebel cause by promising intervention by the West. In Munich, RFE's director, Richard J. Condon, said that RFE announcers and commentators might have been, "at worst," over-emotional.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That happy glow limelight?: in Precision's corner is simply the radiance of a solid reputation for sound, careful and accurate film processing. Watta performer!
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RFE Charges Again Denied; This Time by Griffith in N. Y.

CHARGES that Radio Free Europe incited Polish and Hungarian revolts or held out false promises of western aid to them were again denied—this time by William E. Griffith, policy advisor to RFE in Munich, in a speech in New York last Thursday at a Crusade for Freedom luncheon.

The fact that they are still resisting, long after it became apparent that such aid would not be forthcoming, is itself proof that the charges not only are untrue but also are an "insult to the countries' valor," Mr. Griffith said.

Eugene Holman, Standard Oil of New Jersey board chairman who also is chairman of the Crusade for Freedom, presided at the luncheon. He paid tribute to the communications media for their support in the Crusade's last fund-raising drive and asked for their backing again in the campaign which opens in February.

Radio Free Berlin Postpones Commercial Tv Introduction

RADIO FREE BERLIN (West Berlin) postponed inauguration of commercial television, which had been scheduled for Nov. 15.

Latest word is that a commercial segment in the otherwise non-commercial tv schedule of Free Berlin is to be introduced this month. Radio Free Berlin plans to take commercial programs from Bavarian Radio, Munich, the first West German station using the mixed commercial-non commercial formula.

Commercial segments will be on the air in Berlin daily at 7:15 p.m. to 7:45 p.m. Commercial programs will be moved to the 7-7:25 p.m. slot by April 1, 1957, when Radio Free Berlin will introduce a daily local program.

U. S. Armed Forces to Launch Two Tv Stations in Germany

U. S. ARMED FORCES will launch two television stations in Germany on Jan. 1. Plans call for a limited coverage area and operation in uhf bands.

After 36 months of negotiations and planning, the West Germany Postal Authorities granted a license which is subject to cancellation at any time. Legal basis for operation of the two tvs is the Paris Treaty, which regulates West Germany's military relations to NATO members.

Radius of the expected coverage area for each of the two stations is estimated at about six to seven miles.

Industry Leaders Back RFE After German Tour

THREE American broadcasters and a Washington radio-tv lawyer—just returned from an inspection tour of Radio Free Europe installations in Germany—have declared their disbelief of charges that RFE broadcasts incited Hungarians to revolt against Soviet rule.

These opinions were voiced by Leonard Reinsch, executive director of the Cox stations; John E. Fetzer, president of the Fetzer stations; Kenyon Brown, president of KWFT Wichita Falls, Tex., and Paul A. O'Bryan, Dow, Lohnes & Albertson.

The broadcasters expressed their views during a taped interview Nov. 22 with RFE officials in Munich, Germany, on how U. S. broadcasters can cooperate in publicizing the Crusade for Freedom's RFE broadcasts and appeals for contributions in the U. S. The executives exchanged views with RFE officials and suggested methods by which American radio-tv stations can show the U. S. public how RFE operates and what it accomplishes in furthering official government policies abroad.

Mr. Reinsch brought the subject around to the criticism of RFE broadcasts, saying: "After observing the methods of operation and listening to the editorial discussions, I think that all of us are convinced that all of these [critical] editorial opinions were rather hastily drawn on the basis of incorrect assumptions and, I, for one, would be willing to endorse the RFE operation as against the criticism which . . . works right into the hands of the Communists. . . ."

Reactions of Others

Mr. O'Bryan said he "heartily agreed" with Mr. Reinsch and thought it unfortunate that more representatives of newspapers and radio-tv stations in the U. S. could not visit the RFE installations.

Mr. Fetzer described how he had read "one of the earlier directives . . . to the studios in Radio Free Europe in which particular pains through the text of this directive indicated that at no time through the course of any broadcast should anyone even remotely incite the people to any kind of revolutionary action. . . ." This, Mr. Fetzer added, has been a long-standing policy with RFE. "The scripts that I have looked at to date and the contacts that I have had to date do not indicate in the slightest to me that there is one vestige of truth in the assumptions and the speculations that have been going on lately. I think [that] to promulgate this type of thinking is playing directly into the hands of the Soviet Union."

RFE officials said they are sorely in need of refugees and others experienced in broadcasting, who speak fluent native Hungarian, for broadcasts into that country. RFE, it was explained, makes its broadcasts as if they were emanating from inside the country itself, unlike the Voice of America, which acknowledges that broadcasts are originating from outside the Iron Curtain.

The U. S. broadcasters expressed concern at how criticism of RFE might affect the organization's "dedicated men and women."

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .

WISCONSIN
IOWA
MISSOURI
ILLINOIS
TOP FIGURE each county — Number Pieces of PROGRAM Mail Received during 1955
2nd FIGURE each county — Number of Pieces of PROGRAM Mail per 1 000 Homes

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	• 1,568,500
Families	• 484,800
Retail Sales	• $1,926.588,000
Effective buying Income	• $2,582,388,000
Source	• 1956 Survey of Buying Income (Sales Management)
Number TV Homes	• 317,902
Source	• Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV is part of Central Broadcasting Company which also owns and operates WHO-TV & WHO-Radio, Des Moines

1
United Press news produces!
1

Round-the-Clock Tv for Brazil Expected Within Two Months

WITHIN the next two months, Brazil will have continuous round-the-clock television, according to Al Neto, Brazilian radio-tv news commentator, who has spent the past four months in the U. S. on business.

Mr. Neto, who is returning to Brazil shortly, expressed the view that television in Rio de Janiero and other leading cities will be on a 24-hour basis, even though the medium currently operates a few hours in the morning and afternoon and for longer periods at night. He lists news, sports, variety and dramatic programs, in that order, as the most popular in Brazil.

There are about a million tv sets in the country, according to Mr. Neto, and service is provided by five tv stations. He said sets average "several hundred dollars." Much of the viewing, he said, is done at tv clubs where people assemble nightly to watch television.

"Up until now," Mr. Neto continued, "Brazilian tv has developed along commercial lines, following U. S. patterns. In fact, we show U. S. films with Portugese subtitles. We have no educational tv."

Scottish Tv Plans Aug. Start

BRITAIN's fifth commercial tv station, the Scottish station of Independent Television Authority, plans to begin regular programming Aug. 31, 1957, according to James M. Coltart, managing director of Scottish Television Ltd., program contractor which will supply all programs for the new station. This is a departure from the procedure followed at the other four ITA stations, where programming is divided between two contractors. Located between Edinburgh and Glasgow, the new ITA station will serve the most thickly populated part of Scotland, with 500,000 sets anticipated for the area on the opening date of the station.

INTERNATIONAL SHORTS

CKNW New Westminster, B. C., has issued rate card No. 6 with Class A rates from $160 per hour.

CFRN-TV Edmonton, Alta., has increased power from 27.4 kw video to 180.3 kw video.

"KRIZ Phoenix taught her to mix easily."

Hamilton Watch Honors Three in Broadcasting

CBS newscaster Doug Edwards (*Douglas Edwards and The News,* Mon.-Fri., 7:15-7:30 p.m. EST) has been cited by the Hamilton Watch Co., Lancaster, Pa., for his "objective and dramatic presentation of the news of the world." Mr. Edwards, along with Irv Kupcinet of WBBM-TV Chicago and Patty Cavin of WRC-AM-TV Washington, were honored with the Hamilton Time Award for having given "meritorious service beyond the cause of mere reporting." Each won a plaque and a Hamilton watch at a special presentation in New York, Dec. 6.

Miss Cavin and the Messrs. Edwards and Kupcinet were picked as the winners by a panel of seven newspaper men and women. The panel, headed by Null Adams, city editor of the *Memphis Press-Scimitar,* was comprised of Eugene Dickhuth, financial writer, *New York Herald-Tribune;* Willard C. Haselbush, city editor, *Denver Post;* Harry McCormick, reporter, *Dallas Morning News;* Ruth Mugglebee, women's page editor, *Boston Record-American* and *Sunday Advertiser;* Paul Tiblier, managing editor, *Jackson* (Miss.) *State Times,* and Andrew J. Viglietta, Washington correspondent, the Samuel I. Newhouse papers.

This is the first year the Hamilton Watch Co. has presented this award, established to honor television and radio commentators for distinguished local community service. Miss Cavin was cited for her work in the Washington area in the line of social work, and Mr. Kupcinet for his efforts on behalf of U. S. Army veterans.

WLFA, WMGA, WRBL-TV Get Georgia Farm Bureau Awards

THREE Georgia stations have received awards from the Georgia Farm Bureau Federation for "outstanding service to agriculture." Winners of the federation's second annual news media awards were WLFA La-Fayette (for stations with 5 kw or over), WMGA Moultrie (under 5 kw) and WRBL-TV Columbus.

A silver trophy was presented each winner by the A&P Food Stores, co-sponsor with the Farm Bureau. Newspaper winners were the *Atlanta Journal* and *Constitution* (over 20,000 circulation), *Waycross Journal* (under 20,000) and *Nashville* (Georgia) *Journal* (weekly).

Revolts in Hungary, Poland Voted Year's Top News Story

THE freedom revolts in Hungary and Poland have been voted "the outstanding news story of the year" in the annual poll by United Press of radio and television news editors throughout the country. Ballots were returned by 340 clients of UP Radio in virtually every state in the U. S.

President Eisenhower led the balloting as "Man of the Year," followed by President Gamal Abdel Nasser of Egypt and United Nations Secretary General Dag Hammarskjold. Princess Grace of Monaco dominated the voting for "Woman of the Year," followed by Autherine Lucy, the Negro college student involved in the integration dispute at the U. of Alabama, and by Mrs. Eisenhower. Other outstanding news stories cited in the poll (in order) were the Middle East crisis, the *Andrea Doria-Stockholm* collision and the Eisenhower election.

The results of the poll form the basis for three special year-end scripts, which will be made available to all clients of UP radio—"Story of the Year," "Man of the Year" and "Woman of the Year."

Baltimore Club to Honor Murrow

THE ADVERTISING CLUB of Baltimore will honor CBS newsman Edward R. Murrow, whom it has designated as the "outstanding television personality of 1956," at the club's annual banquet Feb. 2 in Baltimore.

Special tribute will be paid Mr. Murrow for his tv reports from trouble centers around the world, for his radio programs, his writings and recordings, according to S. Lawrence Hammerman, banquet chairman for the past 30 years. Mr. Murrow will be presented a plaque by Maryland Gov. Theodore R. McKeldin.

Peabody Deadline Jan. 10

WITH a Jan. 10 deadline, several entries already have been received for the 1956 George Foster Peabody Radio & Television Awards by the Henry W. Grady School of Journalism of Georgia U., which administers the awards with a national advisory board. Awards will be made in six categories. Bennett Cerf, president of Random House Inc., is chairman of the Peabody board.

Blaw-Knox to Award Employes

BLAW-KNOX Co., Pittsburgh, has instituted a system of awards to employes for all patent applications filed in an employe's name. W. Cordes Snyder Jr., Blaw-Knox president, said the new policy was adopted to stimulate new developments and improvements in the company's operations, products and services to industry.

The first award of $100 was made to George Anaston, engineer who designed a collapsible cross-arm for transmission towers.

WHLS

MICHIGAN'S POWERFUL 250 WATTER HEARD AROUND THE WORLD

. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

Port Huron's community station

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

Boy, that fellow really knows his stuff!

. . . and why not? When it comes to insurance protection, your local agent is an expert. He's also familiar with local conditions and knows your problems.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage and to help you if you have a claim under your policy.

He is one of 200,000 *independent* local agents and brokers in business for themselves, to serve you.

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance.

So for quality insurance service, see your independent local Capital Stock Company agent.

CAPITAL STOCK COMPANY INSURANCE
Standard protection

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by 220 Capital Stock Fire Insurance Companies

85 John St., New York 38, N. Y. • 222 W. Adams St., Chicago 6, Ill. • 465 California St., San Francisco 4, Calif.

For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.

WIND JOINS WBC

★

Chicago's brightest music, news and service station

Chicago's highest-audience station!

Chicago's most-bought station!

NEXT MONTH

becomes an important part of:

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—Boston, WBZ + WBZA; Pittsburgh, KDKA; Cleveland, KYW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Television—Boston, WBZ TV; Pittsburgh, KDKA-TV; Cleveland, KYW-TV; San Francisco, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

WHBF

coverage area has

1,102,500

people who spend

$1,339,059,000.

(Total Retail Sales. S. M. Buying Power)

CBS FOR THE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

AWARDS

LEONARD GOLDENSON (c), president of American Broadcasting-Paramount Theatres, is awarded a plaque by John A. Coleman, senior partner of Adler, Coleman & Co., at the Federation of Jewish Philanthropies dinner in New York a fortnight ago honoring Mr. Goldenson's work in the field of human welfare. Lawrence Valenstein, chairman of the board of Grey Adv. and chairman of the dinner, looks on.

Ohio Teachers Present Awards To Network Radio, Tv Sponsors

SPONSORS of one radio and two television network programs have received awards from the public school teachers of Ohio in recognition of the educational quality of the programs. The awards were announced at the opening session of the annual meeting of the Ohio Education Assn., held a fortnight ago at Cincinnati.

General Motors Corp. was presented an award in the tv adult division for *Wide Wide World*. In the tv children's division, an award for *Disneyland* was presented American Dairy Assn., Chicago; American Motors Corp., Detroit; Derby Foods Inc., Chicago, and Swift & Co., Chicago. In the radio adult division, Firestone Tire & Rubber Co., Akron, received an award for *Voice of Firestone*.

Additional awards were made to a radio and a tv station in Ohio for public service programs in behalf of public education: WLWC (TV) Columbus for its 1956 "Back to School Week," and WFOB Fostoria, for development of a new quiz program, *The I. Q. League*.

AWARDS

Sylvester L. (Pat) Weaver Jr., former NBC board chairman and board member of American Heart Assn., cited with AMA Award of Merit for his work during past three years as chairman of association's Public Relations Advisory Committee.

CBS Radio received National Veteran's Day Certificate of Meritorious Service for its support.

WRCA-TV New York's *Open Mind* series and its producer-moderator, Richard D. Heffner, were honored by Anti-defamation League of B'nai B'rith "in recognition of contributions to inter-group understanding and better relations." Mr. Heffner was cited for "an awareness of human problems, unbounded by race, creed or national origin."

EDUCATION

Educational Center Grants Six $21,358 for Viewer Research

SIX UNIVERSITIES have been awarded grants-in-aid totaling $21,358 by the Educational Television & Radio Center, Ann Arbor, Mich., for studies of educational tv viewership, center President H. K. Newburn has announced. Receiving the grants were Stanford U., $3,750; U. of Houston, $4,250; Michigan State U., $4,000; U. of Wisconsin, $3,385; U. of Oregon, $2,000, and U. of Nebraska, $4,000.

The research will be coordinated by Dr. Ryland Grary, director of education for the center. He pointed out that the center is not a research agency and that its primary task is to provide program services to the 22 affiliated educational tv stations. "Knowledge of the educational tv viewer will help the center do a better job in building programs for use on the educational stations of the nation," he said.

Grants-in-Aid Funds Offered For Educational Tv Workshops

REMINDER that members of the National Assn. of Educational Broadcasters may obtain from $1,000 to $3,000 in grants-in-aid funds to conduct educational tv workshops has been sent out by NAEB, Urbana, Ill. Funds are made available by a grant from the Ford Foundation "to educational institutions which sponsor educational television workshops for selected persons in order that the quality of workshop personnel may be ungraded" and are supplementary to local funds.

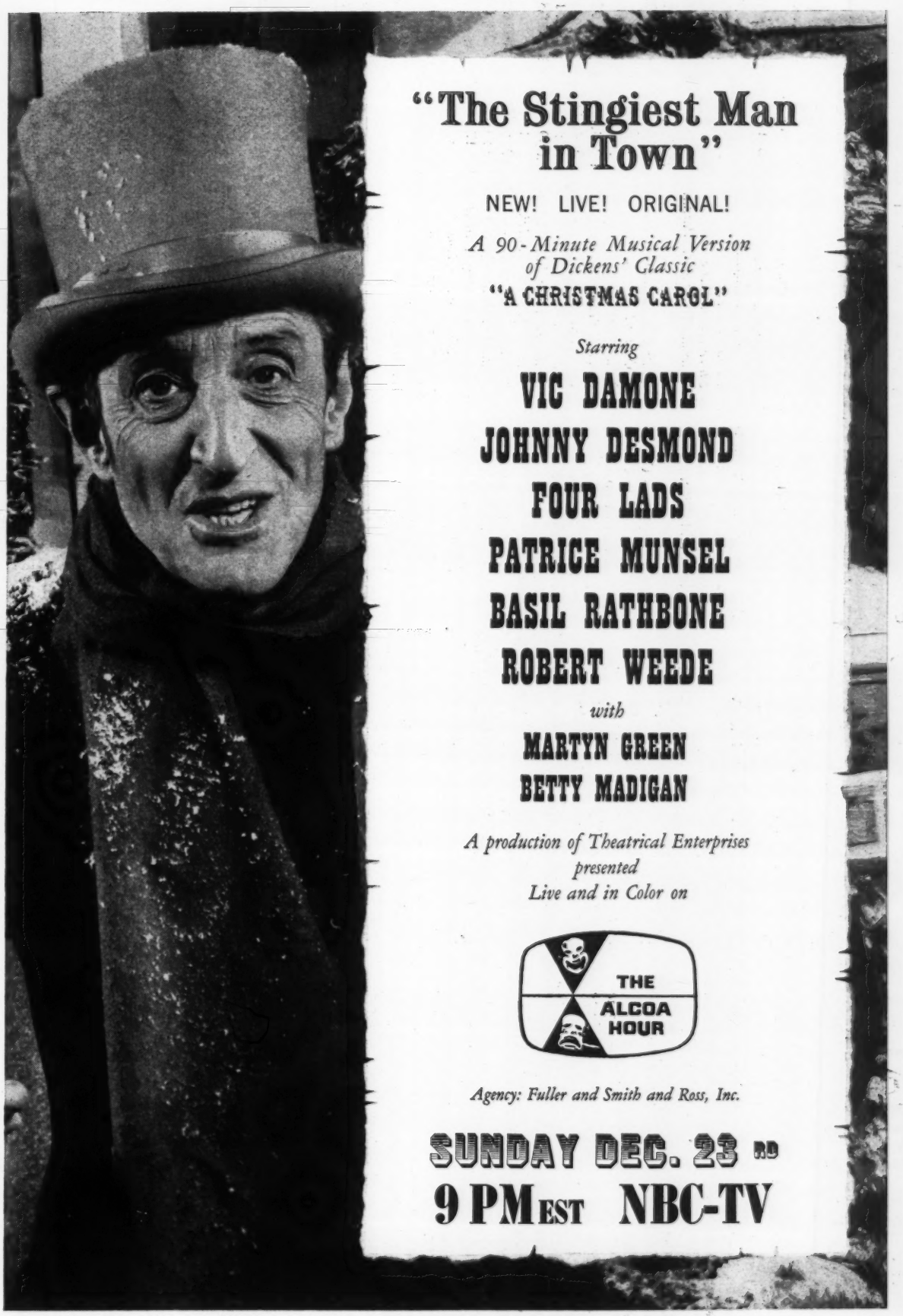
Applications for grants should be presented in letters (five copies) mailed to the executive director, Dr. Harry J. Skornia, at NAEB headquarters, 14 Gregory Hall, Urbana, Ill.

WCET (TV) Receives $66,000

WCET (TV) Cincinnati, Ohio, educational station, has been given an additional grant of $66,000 by the Ford Foundation's Fund for Adult Education. Added to the $34,000 for a kinescope, made earlier this year, the fund now has granted WCET a total of $100,000 during 1956.

The FAE grant is based on matching funds and assets in the amount of $200,000 which initially were raised by the Greater Cincinnati Community for construction and operation of the station. It is the policy of the fund to grant one dollar for two.

in **LAKE CHARLES** the OK Negro Radio Buy is **KAOK**



"The Stingiest Man in Town"

NEW! LIVE! ORIGINAL!

A 90-Minute Musical Version of Dickens' Classic

"A CHRISTMAS CAROL"

Starring

VIC DAMONE
JOHNNY DESMOND
FOUR LADS
PATRICE MUNSEL
BASIL RATHBONE
ROBERT WEEDE

with

MARTYN GREEN
BETTY MADIGAN

A production of Theatrical Enterprises presented Live and in Color on

THE ALCOA HOUR

Agency: Fuller and Smith and Ross, Inc.

SUNDAY DEC. 23 RD

9 PM EST NBC-TV

[See story, A&A section]

WHAT 140 AGENCIES BILLED ON NBC-TV

B•T tabulations for January 1955-June 1956. CBS-TV's agency totals appeared Dec. 10

Agency & Client	Program	1955	Jan.-June 1956
William Hart Adler			**$15,030**
Aladdin Industries	*Today—Home—Tonight*		15,030
Anderson & Cairns			
*Waring Products	*Today—Home—Tonight*		
Atherton & Currier			**33,361**
H. F. Ritchie	*Today—Home—Tonight*		33,361
N. W. Ayer & Son		**$3,092,587**	**2,011,054**
American Viscose	*Today—Home—Tonight*	62,676	106,344
Bissell Carpet Sweeper Co.	*Today—Home—Tonight*	389,738	121,282
Plymouth Div.	*News*	2,093,163	1,363,716
General Electric Co.	*New Years Eve*	12,088	
General Electric Co.	*Today—Home—Tonight*	148,202	
Johnson & Johnson	*Today—Home—Tonight*	146,144	57,588
Polk Miller	*Today—Home—Tonight*	140,134	41,509
American Type Foundries	*Today—Home—Tonight*	87,980	
Atlantic Refining Co.	*Pro. Football Champ*	12,462	
Johnson & Johnson	*Matinee Theatre*		83,408
Carrier Corp.	*Today—Home—Tonight*		166,153
North American Insurance	*Today—Home—Tonight*		71,054
Badger, Browning & Parcher		**53,048**	**10,365**
Parker Bros.	*Today—Home—Tonight*	53,048	10,365
Lynn Baker		**168,126**	**58,602**
Minute Maid Corp.	*Tourn. of Roses Parade*	57,952	
Quaker Oats (Coast Fisheries)	*Today—Home—Tonight*	110,174	58,602
Ted Bates Inc.		**4,864,111**	**2,388,458**
American Chicle Co.	*Summer Theatre*	145,755	
American Chicle Co.	*Victor Borge Show*	35,106	
American Chicle Co.	*Zoo Parade*	374,691	254,617
Colgate Palmolive Co.	*Comedy Hour*	1,075,915	
Colgate Palmolive Co.	*Ding Dong School*	156,238	
Colgate Palmolive Co.	*Howdy Doody*	698,818	196,149
Continental Baking Co.	*Howdy Doody*	762,499	231,273
Grocery Store Products Co.	*Today—Home—Tonight*	115,619	
Minute Maid Corp.	*Tenn. Ernie Ford*	54,435	153,891
National Biscuit Co. (Dromedary)	*Tenn. Ernie Ford*	89,389	
National Biscuit Co. (Dromedary)	*World of Mr. Sweeney*	93,322	
National Biscuit Co. (Dromedary)	*Today—Home—Tonight*	4,508	
National Biscuit Co. (Hills Bros.)	*Today—Home—Tonight*	291,482	
Standard Brands	*Howdy Doody*	555,129	113,621
Standard Brands	*Tenn. Ernie Ford*	411,205	625,852
American Home Products	*Midwestern Hayride*		208,363
Brown & Williamson	*Comedy Hour*		509,100
Brown & Williamson	*Steve Allen Show*		28,357
Minute Maid Corp.	*Tournament of Roses Parade*		67,235
BBDO		**7,076,104**	**5,346,257**
American Tobacco Co.	*Your Hit Parade*	839,157	487,522
American Tobacco Co.	*Robert Montgomery*	793,680	
American Tobacco Co.	*Your Play Time*	267,099	
Armstrong Cork Co.	*Circle Theatre*	1,274,119	902,058
Campbell Soup Co.	*Dear Phoebe*	764,856	
Campbell Soup Co.	*Star Stage*	386,061	581,012
DeSoto Div.	*You Bet Your Life*	2,069,262	1,064,087
DeSoto Div.	*Today—Home—Tonight*	4,819	
General Electric Co.	*Medic*	275,468	460,535
General Time Corp.	*Today—Home—Tonight*	119,437	20,891
General Time Corp.	*Today—Home—Tonight*	12,218	
Intl. Salt Co.	*Today—Home—Tonight*	88,786	
Murine Co.	*Today—Home—Tonight*	23,344	
American Rad. & San. Corp.	*Today—Home—Tonight*		225,614
American Rad. & San. Corp.	*Color Spread*		77,591
Youngstown Kitchen	*Today—Home—Tonight*		36,674
American Tobacco Co.	*Adventure Theatre*		48,227
Chrysler Div.	*It's a Great Life*		919,700
DeSoto Div.	*Best of Groucho*		48,669
Lever Bros. Co.	*Gordon MacRae*		405,445
Barcola Mfg. Co.	*Today—Home—Tonight*		62,080
Reader's Digest	*Today—Home—Tonight*		6,152
O'Neida Ltd.	*Today—Home—Tonight*	125,814	
Rexall Drug Co.	*Today—Home—Tonight*	31,984	
Benton & Bowles		**7,052,123**	**4,907,366**
General Foods Corp.	*Caesar's Hour*	78,357	
General Foods Corp.	*Commando Cody*	215,454	
General Foods Corp.	*Fury*	205,252	511,336
General Foods Corp.	*Roy Rogers*	1,826,516	991,358
General Foods Corp.	*Today—Home—Tonight*	237,796	10,723
Pepperell Mfg. Co.	*Today—Home—Tonight*	63,648	
Procter & Gamble	*Caesar's Hour*	118,195	
Procter & Gamble	*It Pays to Be Married*	388,841	
Procter & Gamble	*Loretta Young Show*	1,606,808	1,068,991

*Waring Products divided *Today—Home—Tonight* ($48,567 in 1955) between Anderson & Cairns and Hicks & Griest.

Agency & Client	Program	1955	Jan.-June 1956
Benton & Bowles (Cont'd)			
Procter & Gamble	*Matinee Theatre*	224,897	670,963
Procter & Gamble	*Concerning Miss Marlowe*	544,156	
Procter & Gamble	*Tenn. Ernie Ford*	638,912	777,740
Procter & Gamble	*This Is Your Life*	883,560	781,997
Diamond Crystal Salt Co.	*Today—Home—Tonight*	19,731	
General Foods Corp.	*Topper*		94,258
Bermingham, Castleman & Pierce		**255,464**	
Griffin Mfg. Co.	*Imogene Coca Show*	172,160	
Griffin Mfg. Co.	*Musical Chairs*	83,304	
Gordon Best & Co.		**141,424**	**773,771**
Maybelline Co.	*Tv Academy Awards*	17,336	
Maybelline Co.	*Matinee Theatre*	7,927	26,977
Maybelline Co.	*Color Spread*	98,898	159,067
Maybelline Co.	*Today—Home—Tonight*	17,263	24,148
Helene Curtis	*Queen for a Day*		254,714
Helene Curtis	*Today—Home—Tonight*		204,343
Maybelline Co.	*Queen for a Day*		104,522
Biow-Beirn-Toigo		**554,690**	**166,362**
American Home Products	*Midwestern Hayride*	102,830	
American Home Products	*Today—Home—Tonight*	200,581	166,362
Procter & Gamble	*Cameo Theatre*	149,738	
Procter & Gamble	*Ding Dong School*	76,759	
Procter & Gamble	*Today—Home—Tonight*	14,740	
Benrus Watch	*Today—Home—Tonight*	10,042	
Bozell & Jacobs		**204,162**	**297,518**
Mutual Benefit Health & Acc. Insurance Co.	*Greatest Moment in Sports*	60,152	
Mutual Benefit Health & Acc. Insurance Co.	*Zoo Parade*	144,010	278,551
Maico	*Today—Home—Tonight*		18,967
Brooke, Smith, French & Dorrance		**3,471**	**180,315**
Mullins Mfg.	*Today—Home—Tonight*	3,471	
Youngstown Kitchen	*Queen for a Day*		180,315
D. P. Brother & Co.		**2,543,077**	**1,503,196**
General Motors Corp.			
A. C. Spark Plug Div.	*Big Town*	719,609	396,765
A. C. Spark Plug Div.	*Wide Wide World*	72,380	199,056
Guide Lamp	*Wide Wide World*	72,899	198,812
Oldsmobile Div.	*Academy Awards*	97,497	109,010
Oldsmobile Div.	*Patti Page, Perry Como*	29,301	6,018
Oldsmobile Div.	*Max Liebman Presents*	1,545,927	773,535
Oldsmobile Div.	*Today—Home—Tonight*	5,464	
Buchen Co.		**5,903**	
Hobart Mfg.	*Today—Home—Tonight*	5,903	
H. W. Buddemeir Co.			**13,171**
Westinghouse Electric Corp.	*Today—Home—Tonight*		13,171
Leo Burnett Co.		**2,391,271**	**295,545**
Campbell Soup Co.	*Howdy Doody*	146,332	
Toni Co. (Gillette)	*People Are Funny*	970,226	
Kellogg Co.	*Howdy Doody*	368,975	
Kendall Co. (Bauer & Black)	*Today—Home—Tonight*	163,552	48,404
Green Giant of Canada	*Mickey Rooney*	285,302	
Hoover Co.	*Today—Home—Tonight*	44,057	42,462
Motorola	*Matinee Theatre*	59,963	26,340
Kendall Co. (Bauer & Black)	*Howdy Doody*		95,119
Procter & Gamble	*Champion Bowling*		83,220
Pillsbury Mills	*Mickey Rooney*	252,864	
Campbell-Ewald Co.		**2,643,565**	**2,275,022**
General Motors Corp.			
Chevrolet Motor Div.	*Chevy Show*	400,439	608,599
Chevrolet Motor Div.	*Dinah Shore Show*	2,095,153	1,263,953
Chevrolet Motor Div.	*Today—Home—Tonight*	4,819	
United Motor Div.	*Wide Wide World*	143,154	402,470
Campbell-Mithun		**407,221**	**356,763**
Gold Seal	*Perry Como*	226,633	300,868
Malt-O-Meal Co.	*Today—Home—Tonight*	41,041	
Morrell & Co.	*Pinky Lee*	139,547	
Gold Seal	*Patti Page*		55,895
Carvel, Nelson & Powell		**74,615**	**22,495**
Sawyers Inc.	*Pinky Lee*	50,708	
Sawyers Inc.	*Today—Home—Tonight*	23,907	22,495
Chambers & Wiswell		**23,946**	**12,788**
Food Specialties	*Today—Home—Tonight*	23,946	
Rust Craft Publishing	*Today—Home—Tonight*		12,788
Christiansen Adv. Agency		**135,241**	**55,968**
E. L. Bruce	*Today—Home—Tonight*	135,241	55,968
Cockfield, Brown & Co.		**12,369**	**49,491**
Simmons	*Medic*	12,369	49,491
John Cohan Adv.		**27,741**	
Lettuce Inc.		27,741	
Harry B. Cohen		**451,547**	**585,573**
Grove Labs.	*Today—Home—Tonight*	451,547	251,726
Block Drug Co.	*Matinee Theatre*		174,690
Block Drug Co.	*Today—Home—Tonight*		159,157
Cole & Weber		**80,508**	**51,332**
Wash. State Apple Com.	*Today—Home—Tonight*	80,508	51,332
Compton Adv.		**1,461,655**	**2,197,279**
Proctor & Gamble	*Fireside Theatre*	1,412,142	1,050,596
Standard Brands	*Color Spread*	49,513	
Procter & Gamble	*Queen for a Day*		565,460
Avco Bendix	*Comedy Hour*		550,481
Avco Bendix	*Steve Allen Show*		30,742
Gordon Co.			**71,078**
Douglas Fir Plywood Assoc.	*Today—Home—Tonight*		71,078
Cramer-Krasselt		**117,045**	**60,561**
Evinrude Motors	*Today—Home—Tonight*	76,109	60,561
Aluminum Goods	*Today—Home—Tonight*	40,936	
Cunningham & Walsh		**2,472,723**	**1,617,195**
Liggett & Myers Tobacco Co.	*Dragnet*	2,274,151	1,211,357
Liggett & Myers Tobacco Co.	*Matinee Theatre*	93,717	405,838
Pan American Coffee Bureau	*Today—Home—Tonight*	104,855	

Agency & Client	Program	1955	Jan.-June 1956
Dancer-Fitzgerald-Sample		**1,663,569**	**1,004,123**
American Chicle Co.	*Caesar's Hour*	912,012	526,847
Lewis-Howe Co.	*Imogene Coca Show*	267,441	
Lewis-Howe Co.	*Musical Chairs*	124,845	
Lewis-Howe Co.	*1955 Variety Show*	77,702	
Lewis-Howe Co.	*Color Spread*	50,566	
Pfaff Sewing Machine Co.	*Today—Home—Tonight*	173,730	59,506
B. T. Babbitt Co.	*Matinee Theatre*	40,460	47,447
Procter & Gamble	*Medic*		318,362
Lewis-Howe Co.	*Today—Home—Tonight*		51,961
Pet Milk Sales Corp.	*Amateur Hour*	16,813	
D'Arcy Adv. Co.		**645,764**	**276,935**
* Coca-Cola	*Coketime*		
Gerber Products Co.	*Ding Dong School*	574,952	179,713
Olin Mathieson Chemical Corp.	*Today—Home—Tonight*	70,812	48,726
Patterson Sargent Co.	*Today—Home—Tonight*		48,496
Doherty, Clifford, Steers & Shenfield			**66,978**
Bristol-Myers Co.	*Today—Home—Tonight*		66,978
Donahue & Coe			**9,553**
Metro-Goldwyn-Mayer	*Today—Home—Tonight*		9,553
W. B. Doner & Co.			**36,195**
Plastone Co.	*Today—Home—Tonight*		36,195
Doremus-Eshelman		**218,678**	**128,056**
Smith, Kline & French	*March of Medicine*	218,678	128,056
Doyle Dane Bernbach		**195,437**	**89,627**
Polaroid Corp.	*Today—Home—Tonight*	195,437	89,627
Duggan-Phelps Adv.		**69,283**	
Consolidated Cosmetics	*Today—Home—Tonight*	69,283	
Erwin, Wasey & Co.		**311,718**	**134,767**
Carnation Co.	*Today—Home—Tonight*	97,525	
Lee Ltd.	*Caesar Presents*	214,193	
Campana Sales Co.	*Queen for a Day*		54,112
Chicken of the Sea	*Queen for a Day*		80,655
David Eshelman & Assoc.		**4,333**	
Edison Chemical Co.	*Today—Home—Tonight*	4,333	
Wm. Esty Co.		**7,351,542**	**2,876,438**
Colgate Palmolive Co.	*Variety Hour*	1,565,036	
Colgate Palmolive Co.	*Feather Your Nest*	877,743	716,568
R. J. Reynolds Tobacco Co.	*Camel News Caravan*	3,400,568	2,147,370
R. J. Reynolds Tobacco Co.	*Feather Your Nest*	442,383	
R. J. Reynolds Tobacco Co.	*Bob Cummings Show*	1,055,136	
R. J. Reynolds Tobacco Co.	*Sports Highlights*	10,676	12,500
Fairfax Inc.			**55,610**
Gemex Corp.	*Today—Home—Tonight*		48,402
Stern's Nurseries	*Today—Home—Tonight*	18,197	7,208
Flacks Adv. Agency			**39,944**
A. H. Ponds	*Today—Home—Tonight*		39,944
Richard A. Foley		**187,915**	
Atlantis Sales Corp.	*Howdy Doody*	91,462	
Atlantis Sales Corp.	*Pinky Lee*	25,173	
Atlantis Sales Corp.	*Today—Home—Tonight*	71,280	
Foote, Cone & Belding		**3,879,466**	**1,533,063**
Paper-Mate Co. (Gillette)	*People Are Funny*	1,025,868	
Armour Inc.	*George Gobel Show*	753,783	571,772
Armour Inc.	*Here's the Show*	268,011	
Beatrice Foods Co.	*Today—Home—Tonight*	42,475	
**Hallmark Cards	*Hallmark Hall of Fame*	1,033,073	408,785
Hallmark Cards	*MacBeth*	1,300	
Lee Ltd.	*Today—Home—Tonight*	23,345	
Intl. Cellucotton Prod.	*Patti Page*		85,548
Safeway Stores	*Today—Home—Tonight*	30,375	
Intl. Cellucotton Prod.	*Cameo Theatre*	154,175	
Intl. Cellucotton Prod.	*Kleenex Summer Theatre*	140,570	
Intl. Cellucotton Prod.	*Midwestern Hayride*	172,412	
Intl. Cellucotton Prod.	*Perry Como Show*	233,779	466,958
Clinton E. Frank		**1,583,028**	**762,423**
Toni Co. (Gillette)	*Pinky Lee*	7,790	
Reynolds Metal Co.	*Do It Yourself*	343,062	
Reynolds Metal Co.	*Frontier*	412,722	762,423
Reynolds Metal Co.	*Mr. Peepers*	596,588	
Reynolds Metal Co.	*Color Spread*	222,866	
Albert Frank-Guenther Law		**9,444**	**5,226**
Kiplinger Wash. Agency	*Today—Home—Tonight*	9,444	5,226
Friend-Reiss		**10,680**	**30,377**
Cameo Curtains	*Today—Home—Tonight*	8,526	
Levolor Lorentzen	*Today—Home—Tonight*	2,154	30,377
Fuller & Smith & Ross		**836,983**	**831,147**
Aluminum Co. of America	*Alcoa Hour*	439,424	994,357
Aluminum Co. of America	*Ding Dong School*	6,959	
Aluminum Co. of America	*Feather Your Nest*	5,793	
Aluminum Co. of America	*Matinee*	6,604	
Aluminum Co. of America	*Tenn. Ernie Ford*	6,019	
Aluminum Co. of America	*World of Mr. Sweeney*	6,396	
Aluminum Co. of America	*Today—Home—Tonight*	311,904	
Detroit Steel	*Today—Home—Tonight*	53,884	
Diamond Alkali Co.	*Today—Home—Tonight*		36,790
Gardner Adv. Co.		**1,007,978**	**560,842**
Pet Milk Sales Corp.	*George Gobel*	744,729	560,842
Pet Milk Sales Corp.	*Here's the Show*	255,929	
Ralston Purina Co.	*Today—Home—Tonight*	7,320	
Geare-Marston		**35,417**	**139,513**
Caloric Appliance Corp.	*Today—Home—Tonight*	35,417	43,188
Lawn Boy Div.	*Today—Home—Tonight*		96,325
Geyer Inc.			**4,501**
American Motors	*Today—Home—Tonight*		4,501

*Coca-Cola divided *Coketime* ($2,270,604 in 1955) between D'Arcy Adv. Co. and McCann-Erickson.

**Subcommittee report shows *Hallmark Hall of Fame* (gross $1,076,118 in 1955) on NBC-TV list of advertisers receiving discounts (4%) and also on list of advertisers receiving no discount.

Agency & Client	Program	1955	Jan.-June 1956
Gluck Adv. Co.		**95,377**	
A. H. Ponds	*Today—Home—Tonight*	95,377	
Grant Adv.		**134,935**	**85,250**
Dodge Div.	*Open Golf Championship*	61,667	
Florists' Telegraph Delivery	*Color Spread*	27,272	
Florists' Telegraph Delivery	*Today—Home—Tonight*	45,996	
Dodge Div.	*Cotton Bowl*		85,250
Alex T. Granz Inc.		**66,879**	
Culligan Inc.	*Today—Home—Tonight*	66,879	
Grey Adv. Agency		**1,184,825**	**716,398**
Associated Products	*Arthur Murray Party*	224,981	
Associated Products	*Tony Martin*	477,233	78,148
Campbell Soup Co.	*Pinky Lee*	25,346	
Mennen Co.	*Ding Dong School*	220,755	338,000
Esquire Inc.	*Today—Home—Tonight*	5,138	5,139
Firestone Tire & Rubber Co.	*Today—Home—Tonight*	35,562	85,048
Gruen Watch Co.	*Today—Home—Tonight*	123,841	51,304
Ideal Toy Corp.	*Macy Parade*	37,995	
Lionel Corp.	*Winchell & Mahoney*	138,770	
*Crowell-Collier	*Today—Home—Tonight*		
Associated Products	*Dear Phoebe*		58,680
Simplicity Pattern	*Today—Home—Tonight*		100,079
Pioneer Gardner Co.	*Today—Home—Tonight*	43,243	
Shwayder	*Today—Home—Tonight*	40,351	
Union Underwear Co.	*Today—Home—Tonight*	32,365	
Charles Anthony Gross Adv.		**4,745**	
Noma Electric Co.	*Today—Home—Tonight*	4,745	
Lawrence C. Gumbinner Adv. Agency		**51,537**	
Bourjois Inc.	*Today—Home—Tonight*	51,537	
M. H. Hackett Co.		**402,996**	**414,531**
American Tobacco Co.	*Justice*	402,996	414,531
Hansen & Hansen		**42,769**	**23,055**
Camfield Mfg. Co.	*Today—Home—Tonight*	42,769	23,055
Geo. H. Hartman Co.		**252,363**	**6,595**
Hartz Mountain Products	*Capt. Hartz & Pets*	252,363	6,595
Henri, Hurst & McDonald		**359,930**	**195,002**
International Shoe Corp.	*Pinky Lee*	140,287	63,507
Gibson Refrigerator Co.	*Today—Home—Tonight*		126,495
John Oster Mfg. Co.	*Today—Home—Tonight*	97,968	
International Shoe Corp.	*Howdy Doody*	121,675	
Hicks & Griest		**106,673**	**264,012**
Dixie Cup Co.	*Queen for a Day*		132,560
Dixie Cup Co.	*Today—Home—Tonight*		25,603
Sandura Co.	*Queen for a Day*		96,245
Sandura Co.	*Today—Home—Tonight*	48,107	9,604
Peerless	*Today—Home—Tonight*	58,566	
**Waring Products	*Today—Home—Tonight*		
Hoffman & York			**91,970**
Shaler Co.	*Today—Home—Tonight*		91,970
Bryan Houston		**1,382,837**	**740,053**
Colgate Palmolive Co.	*Modern Romances*	1,382,837	740,053
E. T. Howard & Co.			**72,094**
Congoleum Nairn	*Today—Home—Tonight*		72,094
Charles W. Hoyt Co.		**196,895**	**28,102**
American Home Products	*Today—Home—Tonight*	81,302	
Kalart Co.	*Today—Home—Tonight*	9,645	
Mail Pouch Tobacco Co.	*Today—Home—Tonight*	105,948	28,102
Hubbel Adv.			**5,490**
Canvas Awning	*Today—Home—Tonight*		5,490
Humphrey, Alley & Richards		**111,231**	
J. A. Wright	*Today—Home—Tonight*	111,231	
Hutchins Adv.		**1,504,115**	**127,742**
Philco Corp.	*Philco Tv Playhouse*	1,489,503	
Birge Co.	*Today—Home—Tonight*	14,612	
Philco Corp.	*Today—Home—Tonight*		127,742
Hutzler & Lang		**53,227**	**20,633**
Lau Blower Co.	*Today—Home—Tonight*	53,227	20,633
Ralph H. Jones Co.			**33,218**
Drackett Co.	*Today—Home—Tonight*		33,218
Joseph Katz Co.		**40,688**	
Charles Antell Inc.	*Today—Home—Tonight*	40,688	
Henry F. Kaufman & Assoc.			**30,326**
United Auto Workers	*20th Anniversary*		30,326
Kenne & Assoc.			**4,050**
So. Calif. Com. for Stevenson	*Address*		4,050
Dan Kemper Co.		**11,580**	
R. M. Scott & Sons Co.	*Today—Home—Tonight*	11,580	
Kenyon & Eckhardt		**4,714,495**	**2,964,813**
Ford Motor Co.	*Producers Showcase*	740,754	445,445
Radio Corp. of America	*Milton Berle*	152,597	249,188
Radio Corp. of America	*Caesar's Hour*	557,682	21,694
Radio Corp. of America	*Producer's Showcase*	744,940	495,504
Radio Corp. of America	*Raye-Berle*	152,575	
Warner-Lambert	*Your Hit Parade*	952,596	612,444
Warner-Lambert	*Robt. Montgomery Presents*	275,618	
Warner-Lambert	*Your Play Time*	292,516	
Beechnut Packing Co.	*Dr. Spock*	122,011	283,755
Glass Container	*Today—Home—Tonight*	117,741	
Warner-Lambert	*Adventure Theatre*		107,936
Radio Corp. of America	*Martha Raye*		250,300
Whirlpool Seegar Corp.	*Milton Berle*	153,212	248,413
Whirlpool Seegar Corp.	*Martha Raye*		250,134
Welch Grape Juice Co.	*Howdy Doody*	298,207	
Whirlpool Seegar Corp.	*Raye-Berle*	154,047	

*Crowell-Collier divided *Today—Home—Tonight* ($48,874 in first six months of 1956) between Grey Adv. and Needham, Louis & Brorby.

**Waring Products divided *Today—Home— Tonight* ($48,567 in 1955) between Anderson & Cairns and Hicks & Greist.

Agency & Client	Program	1955	Jan.-June 1956
Ketchum, MacLeod & Grove		**114,049**	**118,421**
Calgon Inc.	*Today—Home—Tonight*	114,049	30,518
Aluminum Co. of America	*Today—Home—Tonight*		87,903
Klau-Van Pietersom-Dunlap			**4,703**
Teweles Seed Co.	*Today—Home—Tonight*		4,703
Edward Kletter Assoc.		**204,245**	
Serutan Co.	*Juvenile Jury*	204,245	
Kudner Adv. Agency		**3,001,217**	**1,084,106**
Crowell-Collier	*Today—Home—Tonight*	74,765	
General Motors Corp.			
Buick Motor Div.	*Milton Berle*	889,834	
Buick Motor Div.	*NFL Football Champ.*	56,689	
Buick Motor Div.	*Color Spread*	**25,208**	
Buick Motor Div.	*Today—Home—Tonight*	42,924	
Goodyear Tire & Rubber Co.	*No Room at the Inn*	40,068	
Texas Co.	*Donald O'Connor Show*	509,844	
Texas Co.	*Texaco Star Theatre*	1,056,549	905,246
General Motors Corp.	*Promise for America*		90,384
Goodyear Tire & Rubber Co.	*His Way, His Word*		88,476
U. S. Tobacco Co.	*Today—Home—Tonight*	305,336	
C. J. LaRoche & Co.			**76,171**
North American Phillips	*Twisted Cross*		76,171
Larrabee Assoc.			**4,605**
Quality Courts	*Today—Home—Tonight*		4,605
Al Paul Lefton Co.			**73,697**
Bayuk Cigars	*Meet the Champions*		73,697
Lennen & Newell		**1,914,190**	**1,180,988**
P. Lorillard Co.	*Truth or Consequences*	1,904,635	965,581
Eastco	*Today—Home—Tonight*	9,555	
American Meat	*Today—Home—Tonight*		215,407
Edward Lieb Adv. Agency		**38,014**	
Magla Products	*Today—Home—Tonight*	38,014	
Carr Liggett Adv.		**43,472**	
Pioneer Rubber Co.	*Today—Home—Tonight*	43,472	
Earle Ludgin		**1,193,447**	**765,920**
Avco Mfg. Co.	*Midwest Hayride*	284,720	211,643
Avco Mfg. Co.	*NCAA Football*	314,766	
Avco Mfg. Co.	*Today—Home—Tonight*	50,965	
Helene Curtis	*Caesar's Hour*	242,163	554,277
Helene Curtis	*Today—Home—Tonight*	216,783	
Rath Packing Co.	*Today—Home—Tonight*	84,050	
MacManus, John & Adams		**3,220,827**	**1,699,078**
Dow Chemical Co.	*NCAA Scoreboard*	155,461	
Dow Chemical Co.	*Medic*	1,326,443	
Dow Chemical Co.	*Today—Home—Tonight*	358,024	53,556
General Motors Corp.			
Cadillac Motor Div.	*Today—Home—Tonight*	22,426	
Pontiac	*Pontiac Playwrights*	471,536	926,377
Pontiac	*Jack Carson Show*	203,306	
Pontiac	*Red Buttons*	532,522	
Pontiac	*Wide Wide World*	88,312	463,892
Pontiac	*Today—Home—Tonight*	45,527	
Minnesota Mining & Mfg. Co.	*Today—Home—Tonight*	17,270	81,397
Dow Chemical Co.	*Matinee*		93,543
Dow Chemical Co.	*Queen for a Day*		80,313
Marcus Adv.		**21,964**	
Weather Proofs	*Today—Home—Tonight*	21,964	
J. M. Mathes		**412,796**	
Northam & Warren	*Today—Home—Tonight*	214,649	
Ludens	*Howdy Doody*	152,095	
Ludens	*Pinky Lee*	46,052	
Mathisson & Assoc.		**34,785**	**8,146**
Miller Brewing Co.	*Natl. Football Playoff*	34,785	
Miller Brewing Co.	*Today—Home—Tonight*		8,146
Maxon Inc.		**2,342,238**	**2,051,715**
Gillette Safety Razor Co.	*All-Star Baseball*	65,257	
Gillette Safety Razor Co.	*Blue Grey Football*	88,373	
Gillette Safety Razor Co.	*Cavalcade of Sports*	1,608,738	1,165,684
Gillette Safety Razor Co.	*Summer Sportreel*	164,258	
Gillette Safety Razor Co.	*Rose Bowl Football*	137,071	131,912
Gillette Safety Razor Co.	*World Series*	278,541	
Gillette Safety Razor Co.	*Palm Beach Golf Champ.*		76,732
H. J. Heinz Co.	*Captain Gallant*		677,387
William Douglas McAdams			**143,694**
Upjohn	*Today—Home—Tonight*		143,694
McCann-Erickson		**2,997,416**	**2,660,212**
California Packing Co.	*Today—Home—Tonight*	315,051	192,426
Chesebrough-Ponds	*Cotton Bowl Game*	23,743	
Chesebrough-Ponds	*Today—Home—Tonight*	43,511	42,937
Chrysler Div.	*It's a Great Life*	1,804,644	
Chrysler Div.	*Shrine Game*	149,100	
Chrysler Div.	*Today—Home—Tonight*	9,713	
*Coca-Cola	*Coketime*		1,353,736
Maytag Co.	*Raye-Berle*	80,995	
Maytag Co.	*Color Spread*	63,653	
Maytag Co.	*Today—Home—Tonight*	91,418	
Swift & Co.	*Today—Home—Tonight*	283,036	118,552
Lemon Products	*Today—Home—Tonight*	69,413	
Mennen Co.	*NBA Pro. Basketball*		249,305
Swift & Co.	*Tenn. Ernie Ford*		290,593
Swift & Co.	*Uncle Johnny Coons*		188,514
America Safety Razor Co.	*Today—Home—Tonight*		74,815
Donahue Sales Corp.	*Today—Home—Tonight*		69,189
Savings & Loan Foundation	*Color Spread*		80,145
Owens-Corning	*Today—Home—Tonight*	63,139	
Medical Radio & Tv Inst.		**63,681**	
Upjohn	*Today—Home—Tonight*	63,681	

*Coca-Cola divided *Coketime* ($2,270,604 in 1955) between D'Arcy Adv. Co. and McCann-Erickson.

Agency & Client	Program	1955	Jan.-June 1956
Meldrum & Fewsmith		**239,276**	**280,441**
Glidden Co.	*Today—Home—Tonight*	167,346	204,724
Apex Electric Mfg. Co.	*Today—Home—Tonight*	71,930	
Seiberling Rubber	*Today—Home—Tonight*		75,717
C. L. Miller Co.			**227,775**
Corn Products	*Queen for a Day*		227,775
Morey, Humm & Johnston		**128,383**	
General Dynamics Corp.	*Youth Wants to Know*	128,383	
Morse International		**45,474**	**28,551**
Vick Chemical Co.	*Today—Home—Tonight*	45,474	28,551
Moselle & Eisen		**1,158,091**	**963,390**
Sweets Co. of America	*Happy Feltons Spotlight*	80,469	
Sweets Co. of America	*Pinky Lee*	574,273	573,486
Sweets Co. of America	*World of Mr. Sweeney*	54,032	
Sweets Co. of America	*Winchell & Mahoney*	446,383	389,904
Sweets Co. of America	*Today—Home—Tonight*	2,934	
Needham, Louis & Brorby		**611,534**	**1,317,334**
State Farm Insurance Co.	*Red Barber Show*	350,224	333,183
*Crowell-Collier	*Today—Home—Tonight*		
S. C. Johnson & Son	*Rob't. Montgomery Presents*		984,151
Quaker Oats Co.	*Gabby Hayes*	1,052	
Quaker Oats Co.	*Zoo Parade*	260,258	
Norman Craig & Kummell			**546,886**
Speidel Corp.	*The Big Surprise*		461,528
Speidel Corp.	*Down You Go*		85,358
North Adv. Agency		**154,200**	**1,356,939**
Toni Co. (Gillette)	*Perry Como*	154,200	340,427
Paper-Mate (Gillette)	*People Are Funny*		370,030
Toni Co. (Gillette)	*People Are Funny*		499,021
Toni Co. (Gillette)	*Truth or Consequences*		147,461
Jerome O'Leary Adv.			**19,778**
Asco Electronics Co.	*Today—Home—Tonight*		19,778
Olian & Bronner		**34,658**	**35,730**
Beltone Hearing Aid Co.	*Today—Home—Tonight*	34,658	35,730
Robert W. Orr & Assoc.		**958,651**	**535,351**
Andrew Jergens Co.	*First Love*	958,651	
Andrew Jergens Co.	*Comedy Hour*		507,118
Andrew Jergens Co.	*Steve Allen Show*		28,233
Oversey, Berlou & Strauss		**15,304**	
Bostwick Labs	*Today—Home—Tonight*	15,304	
Paris & Peart		**209,567**	
Joe Lowe Corp.	*Pinky Lee*	193,168	
Woman's Day	*Today—Home—Tonight*	16,399	
Parker Adv. Co.		**3,818**	
White House Co.	*Today—Home—Tonight*	3,818	
Peck Adv. Agency		**50,436**	
U. S. Time Corp.	*Pinky Lee*	50,436	
Perrin-Paus Co.		**1,224,485**	**499,370**
Sunbeam Corp.	*Milton Berle*	152,888	249,473
Sunbeam Corp.	*Raye-Berle*	156,543	
Sunbeam Corp.	*Color Spread*	591,888	
Sunbeam Corp.	*Today—Home—Tonight*	323,166	
Sunbeam Corp.	*Martha Raye*		249,897
Product Services		**834,393**	
Charles Antell Inc.	*Search for Beauty*	519,766	
Charles Antell Inc.	*Ted Mack Matinee*	49,149	
Roto Broil	*Today—Home—Tonight*	215,237	
Glamorene	*Today—Home—Tonight*	16,675	
Intl. Molded Plastics	*Today—Home—Tonight*	33,566	
Rhoades & Davis		**276,361**	
Star-Kist	*Today—Home—Tonight*	276,361	
Fletcher D. Richards		**50,805**	**578,811**
Squirt Co.	*Today—Home—Tonight*		18,278
U. S. Rubber Co.	*Color Spread*	50,805	560,533
Ruthrauff & Ryan		**46,082**	**214,092**
Minnesota Mining & Mfg. Co.	*Today—Home—Tonight*		8,146
Reddi Wip	*Queen for a Day*		115,610
American Thermos	*Today—Home—Tonight*		29,127
Kentile	*Matinee*		21,610
Kentile	*Today—Home—Tonight*		39,599
Studebaker-Packard	*Today—Home—Tonight*	46,082	
Sackheim, Maxwell & Co.			**3,212**
Damar Productions	*Today—Home—Tonight*		3,212
Scheidler & Beck		**567,239**	**215,747**
Manhattan Soap Co.	*Ding Dong School*	567,239	215,747
Russel M. Seeds Co.		**216,102**	**315,429**
W. A. Sheaffer Pen Co.	*Today—Home—Tonight*	216,102	
Brown & Williamson	*It Could Be You*		22,476
Brown & Williamson	*Ernie Ford*		292,953
John W. Shaw Inc.		**464,007**	**267,591**
Armour Inc.	*Today—Home—Tonight*	21,428	
Armour Inc.	*Today—Home—Tonight*	48,415	
Dormeyer Corp.	*Perry Como Show*	173,037	161,841
Webster-Chicago	*Tony Martin*	221,127	105,750
Silverstein & Goldsmith			**22,632**
Allen Industries	*Today—Home—Tonight*		22,632
J. P. Skelly & Assoc.		**52,977**	
Adolphs Ltd.	*Today—Home—Tonight*	52,977	

*Crowell-Collier divided *Today—Home—Tonight* ($48,874 in first six months of 1956) between Grey Adv. and Needham, Louis & Brorby.

Agency & Client	Program	1955	Jan.-June 1956
Raymond Spector		**2,352,758**	**406,606**
Hazel Bishop	*Dunninger Show*	344,018	
Hazel Bishop	*Place the Face*	393,503	
Hazel Bishop	*Raye-Berle*	340,508	
Hazel Bishop	*Color Spread*	235,040	
Hazel Bishop	*This Is Your Life*	1,039,689	288,907
Hazel Bishop	*This Is Show Business*		117,699
Sterling Adv. Agency		**52,476**	
American Doll Co.	*Pinky Lee*	52,476	
Stockton-West-Burkhart		**41,192**	
U. S. Shoe Co.	*Today—Home—Tonight*	41,192	
Storm Adv.		**14,212**	
Vaisey & Griston Shoe Co.	*Today—Home—Tonight*	14,212	
Sullivan, Stauffer, Colwell & Bayles		**3,626,715**	**2,241,179**
American Tobacco Co.	*Best in Mystery*	75,585	
American Tobacco Co.	*The Big Story*	880,873	509,111
Lever Bros. Co.	*Big Town*	706,338	403,003
Simoniz Co.	*Best in Mystery*	131,048	
Simoniz Co.	*The Big Story*	907,507	597,166
Speidel Corp.	*The Big Surprise*	242,990	
Speidel Corp.	*Caesar's Hour*	341,358	
Speidel Corp.	*Today—Home—Tonight*	61,260	
American Petroleum Institute	*1976*	81,024	
Sperry Hutchinson Co.	*Today—Home—Tonight*		371,216
Noxzema Chemical Co.	*Patti Page*		28,975
Noxzema Chemical Co.	*Perry Como*	203,732	331,708
Sutherland-Abbott Adv.		**50,393**	
Gold Filled Mfg.	*Today—Home—Tonight*	50,393	
Tatham-Laird		**1,339,268**	**32,392**
General Mills	*Ding Dong School*	298,262	
Toni Co. (Gillette)	*Arthur Murray Party*	229,496	
Toni Co. (Gillette)	*Tony Martin*	248,893	
Simoniz Co.	*Today—Home—Tonight*	90,122	4,106
Armour	*Perry Como Show*	202,316	
C. A. Swanson & Sons	*Cotton Bowl*	23,537	
Toni Co. (Gillette)	*Patti Page*		28,286
Wander Co.	*Ding Dong School*	246,642	
Television Adv. Assoc.		**98,392**	
Charles Antell Inc.	*Easter in New York*	18,405	
Charles Antell Inc.	*Tv Academy Awards*	17,336	
Charles Antell Inc.	*Hollywood's Best*	62,651	
J. Walter Thompson Co.		**15,175,014**	**8,214,481**
Atlantis Sales Corp.	*World of Mr. Sweeney*	259,352	
Chesebrough-Ponds	*Star Stage*	312,029	586,526
Eastman Kodak Co.	*Request Performance*	848,652	
Eastman Kodak Co.	*Norby*	357,821	
Eastman Kodak Co.	*Screen Directors Playhouse*	448,497	1,056,865
Ford Motor Co.	*Ford Theatre*	2,202,005	1,205,120
Kraft Food Co.	*Kraft Theatre*	2,961,125	1,688,313
Kraft Food Co.	*Tom Corbett, Space Cadet*	472,574	
Lever Bros.	*Lux Video Theatre*	3,104,840	1,757,224
Johns Manville Corp.	*Meet the Press*	541,715	308,200
Pan American Airways	*Meet the Press*	425,007	242,953
Scott Paper Co.	*Father Knows Best*	616,452	971,009
Scott Paper Co.	*My Little Margie*	1,088,168	
Swift & Co.	*Swift Show Wagon*	1,356,988	
Florida Citrus Commission	*Today—Home—Tonight*	39,955	
Eastman Kodak Co.	*Nat. Open Golf Tourn.*		77,275
Kraft Food Co.	*Color Spread*		26,928
Mobile Homes	*Today—Home—Tonight*		122,114
Seven-Up	*Today—Home—Tonight*	84,741	18,744
Sylvania Electric Products	*Matinee*		116,532
J. B. Williams	*Color Spread*		26,257
J. B. Williams	*Today—Home—Tonight*		10,421
Weco Products Co.	*Today—Home—Tonight*	54,193	
Tracy, Locke & Co.			**77,547**
Frito Co.	*Today—Home—Tonight*		77,547
Van Sant, Dugdale & Co.		**109,230**	
Black & Decker Mfg. Co.	*Today—Home—Tonight*	109,230	
Geoffrey Wade Adv.		**953,060**	**629,517**
Miles Labs	*Ding Dong School*	278,171	254,725
Miles Labs	*Concerning Miss Marlowe*	110,378	
Miles Labs	*Modern Romances*	90,553	
Miles Labs	*Tenn. Ernie Ford*	234,032	183,467
Miles Labs	*World of Mr. Sweeney*	239,926	
Miles Labs	*Queen for a Day*		191,325
Walker & Downing		**35,329**	
Pittsburgh Coke & Chemical	*Today—Home—Tonight*	35,329	
Warwick & Legler			**1,170,239**
J. A. Wright	*Today—Home—Tonight*		92,364
Schick Inc.	*Rob't Montgomery Presents*		1,077,875
Weiss & Geller		**1,951,135**	**672,298**
Cudahy Packing Co.	*Today—Home—Tonight*	266,076	
Toni Co. (Gillette)	*Dollar a Second*	266,101	
Toni Co. (Gillette)	*Jan Murray Time*	111,844	
Toni Co. (Gillette)	*So This Is Hollywood*	964,934	
Purex Corp.	*Big Surprise*	246,120	507,054
Purex Corp.	*Down You Go*		42,841
Purex Corp.	*Festival of Stars*		47,489
Sealy Inc.	*Today—Home—Tonight*	96,060	74,914
Wherry, Baker & Tilden		20,544	
Quaker Oats Co.	*Today—Home—Tonight*	20,544	

Agency & Client	Program	1955	Jan.-June 1956
Young & Rubicam		**9,742,254**	**4,503,431**
Borden Co.	*A Date With Life*	304,023	743,964
Borden Co.	*Justice*	697,884	
Borden Co.	*Make the Connection*	378,053	
Borden Co.	*People's Choice*	387,254	936,477
Borden Co.	*Way of the World*	1,040,782	
Cluett Peabody	*Today—Home—Tonight*	174,032	127,807
General Electric Co.	*Dear Phoebe*	467,968	
General Electric Co.	*I Married Joan*	566,033	
General Foods Corp.	*Bob Hope Show*	356,235	
General Foods Corp.	*Pinky Lee*	111,858	
General Foods Corp.	*Roy Rogers Champ. Rodeo*	69,487	
Goodyear Tire & Rubber Co.	*Tv Playhouse*	1,915,589	1,022,936
Gulf Oil Co.	*Life of Riley*	1,670,546	882,973
Gulf Oil Co.	*NCAA Football*	69,931	
Johnson & Johnson	*Ding Dong School*	67,040	
Johnson & Johnson	*Imogene Coca Show*	187,454	
Johnson & Johnson	*Pinky Lee*	73,042	
Johnson & Johnson	*Musical Chairs*	88,992	
Johnson & Johnson	*Ted Mack Matinee*	55,395	
Johnson & Johnson	*Tennessee Ernie*	119,020	
Johnson & Johnson	*World of Mr. Sweeney*	60,243	
Procter & Gamble	*Golden Windows*	210,874	
Remington Rand	*Caesar's Hour*	303,808	495,066
General Cigar Co.	*NCAA Football*	320,188	
Motor Wheel Corp.	*Today—Home—Tonight*	27,342	
General Cigar Co.	*Championship Bowling*		164,767
General Cigar Co.	*NBA Pro Basketball*		133,441
Time Inc.	*Today—Home—Tonight*		19,181

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BETTER BALANCED MUSIC PROGRAMMING

Bill Wells, Gen. Mgr. of KHBM, Monticello, Arkansas writes:

"It takes balanced programming to reach radio's increasing audience. The top pops alone won't do it. It takes much more, and KHBM's SESAC Library is a great help.

"We have and use all sections of our SESAC Library."

The SESAC Transcribed Library in spectacular sound costs as little as $1.50 a day for the complete library . . . or . . . may now be leased in sections at most nominal costs.

You, too, will definitely find it possible to obtain better balanced, top quality programming at low cost with the SESAC Transcribed Library.

Write today for audition discs.

What Do You Do When You Buy Christmas Seals

This is an actual photograph taken in a tuberculosis hospital . . . of two sisters, aged 3 and 4.

They are orphans. They both have tuberculosis. They caught it from their mother who died of TB.

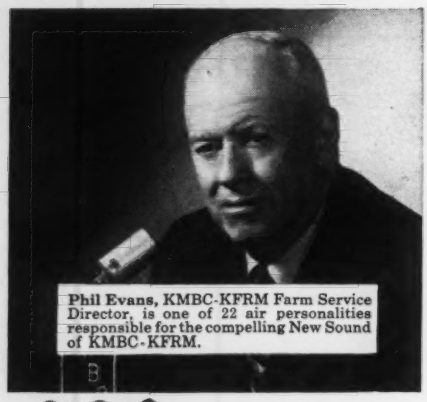
When you buy Christmas Seals you do two things: You help prevent TB . . . and you help research find better ways of treating patients like this.

This will be the fiftieth year that Christmas Seal funds will work year round on this double-barreled job of help and protection. To help them work harder, send in *your* contribution, today.

Annual 50TH Christmas Seal Sale

Because of the importance of the above message, this space has been contributed by

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION



Phil Evans, KMBC-KFRM Farm Service Director, is one of 22 air personalities responsible for the compelling New Sound of KMBC-KFRM.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

WIND

Chicago's most-bought radio station, with the highest audience ratings in town, day and night.

JOINS WBC...

the most-bought group of stations with the best music, news and service programming on radio today!

NEXT MONTH

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—Boston, WBZ+WBZA; Pittsburgh, KDKA; Cleveland, KYW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Television—Boston, WBZ-TV; Pittsburgh, KDKA-TV, Cleveland, KYW-TV; San Francisco, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

PROGRAMS & PROMOTIONS

CBS-TV Rules Against Newsman Taking M.C. Role on Quiz Show

CBS-TV last week denied one of its news correspondents, Walter Cronkite, permission to act as the m.c. of a new Goodson-Todman quiz show, *Nothing But The Truth,* which premieres tomorrow (Tuesday) at 9 p.m. on CBS-TV.

Mr. Cronkite, who some years ago substituted for Ed Murrow's *Person to Person* with a news panel quiz, *It's News To Me,* had been approached by the Goodson-Todman office earlier in the month to take over the role of moderator, a proposition that now has been aborted by the CBS ruling. Although it has not adhered to a set "policy," CBS has regarded news and commercials to be incompatible. In commenting on the role of Mr. Murrow on *Person to Person* (also CBS-TV) and of Mr. Cronkite's role as his summer replacement, CBS News and Public Affairs Vice President Sig Mickelson pointed out that both shows were "hybrid shows . . . presented not wholly for purposes of entertainment." Bud Collyer was named Tuesday as the m.c.

Tibbett Record Show Slated Thrice Weekly Via Mutual

OPERA and Broadway singing star Lawrence Tibbett has been signed by Mutual for a new disc jockey series, to be heard Tuesday-Friday at 10:05-12 midnight, Saturdays from 2:05-4 p.m. and on two special occasions, Christmas and New Year's Eves from 10:05-12 midnight [AT DEADLINE, Dec. 10].

Titled, *Lawrence Tibbett Presents,* the series will start tomorrow (Tuesday) evening and plans a 15-minute "break" at 11 p.m. to allow for the news commentaries of Virgil Pinkley. Mr. Tibbett went on record last week as saying he will dispense nothing but "good music," be it popular, semi-classical or highbrow.

A Bunch of 'Cats' Had a Session

LION met lion earlier this month as WNHC-TV New Haven, Conn., which recently signed for the MGM library of motion pictures for tv showing, dispatched one of its employes to cover the ch. 8 area dressed in a lion's costume. The "lion" distributed promotion cards and toy lions to advertisers, agencies and department store shoppers. He also came face to face with the local Lions Club, which invited its unorthodox brother under the fur to join members at lunch.

Carries British Propaganda Film

WPIX (TV) New York reports it was the first station in the world to carry a 19-minute propaganda film produced by the British Information Service and which attempts to justify the British move in the Suez. Titled, *Suez in Perspective,* the film tells the story leading up to the Anglo-French-Israeli invasion of Egypt and supplements it with actual reconaissance photographs shot during and after the battle. BIS will make prints of the film available to all British embassies and information services, it was announced in New York.

GEORGE THOMAS, WTOB Winston-Salem, N. C., news director, interviews a leader of the Ku Klux Klan at a meeting of the Klan near Greensboro, N. C. WTOB recorded the entire meeting, which was carried on CBS' *News of America* the following day.

Heart Fund Shows Produced

RCA Thesaurus has produced two special 15-minute recorded programs featuring Lawrence Welk as m.c. for distribution to subscribers in February during the 1957 Heart Fund campaign. The programs, which will be devoted entirely to the campaign, will include appearances by Eddie Cantor, Bing Crosby, Danny Kaye, Grace Kelly and Perry Como. RCA Thesaurus produces and distributes the half-hour *New Lawrence Welk Show.*

KOA Celebrates Anniversary

A SERIES of special events was carried by KOA Denver last week to mark its 32nd anniversary of operation (Dec. 15). As part of its programming for two days, the station ran "KOA Radio Was There," feature stories about the events it had covered through the years. Among accomplishments cited by KOA were the first broadcast from atop Pike's Peak in 1932, War Bond rallies, annual National Western Stock Show, school commencement exercises and participations in fund-raising drives to build hospitals. As highlight of the week's observance the station asked listeners to write, in 25 words or less, what KOA Radio has "meant" to them, with 32 winners receiving turkeys as prizes. The station also donated turkeys or door prizes for various clubs during the week.

in BATON ROUGE the OK Negro Radio Buy is WXOK

are you aware of this strange use of your tax money?

Several million U. S. families and businesses get their electricity from federal government electric systems like the TVA. *And your taxes help pay their electric bills!* Here's how:

About 23¢ of every dollar you pay for electricity from your independent electric light and power company goes for taxes. But because of present tax laws, people who get electricity from government plants escape paying most of the taxes in *their* electric bills that you pay in *yours*. They pay taxes of only about 4¢ per dollar if their power comes from the government's TVA, for example. So to make up for the lost tax revenues which federal power projects *don't* pay, you have to be taxed *more*.

Don't you think something ought to be done about this unfair tax favoritism? *America's Independent Electric Light and Power Companies**.

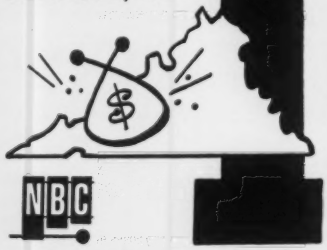
**Company names on request through this magazine*

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
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KUDL's Music Marathon Contest

KUDL Kansas City, Mo., is sponsoring a monthly Musical Marathon contest in which listeners are requested to keep track of how many times particular records are played throughout the day by the station's disc jockeys. The first person reporting with the correct answer each day of every contest week receives a record player autographed by Elvis Presley. Other prizes of radios and phonograph albums are included. Station reported that on the first day of the contest it received so many telephone calls that the Southwestern Bell Telephone Co. requested it to stop having listeners call in their answers. The rules of the contest had to be changed and listeners now are required to mail in their entries. More than 1,500 cards reportedly were received the first day after the new rules were announced.

Distributes Radio-Tv Dolls

NBC Spot Sales is distributing two throw-pillow dolls as Christmas gifts to 2,600 agency executives. The dolls, one a boy which holds a portable tv set and the other a girl holding a portable radio, represent radio-tv listeners. They are packaged in a cylindrical box which NBC Spot Sales suggests be used as a colorful magazine rack, waste basket, knitting box, hat box or toy box.

'Brighten Up Your Sales'

WITH an admonition to advertisers to "Brighten Up Your Sales—KITE—930 on *Any* Radio," the San Antonio station's latest mailing is printed on material that appears to be heavy paper. Actually, the folded piece can be soaked in water to become a chamois cloth for cleaning.

Operation Telecast in Color

KOMO-TV Seattle recently carried a live colorcast of a heart operation that was performed on a 10-year-old girl in a local hospital. Before the telecast of the actual surgery, a panel of doctors was interviewed. They explained the details of the operation to the viewers and used charts and visual aids to help people understand what they were going to see. The parents of the patient watched the telecast at home and nurses and medical students viewed it on a color set in the hospital.

Tape NBC-TV Show for Overseas

THE musical score of the television version of Dickens' *A Christmas Carol,* to be seen next Sunday on *The Alcoa Hour* (NBC-TV, 9-10:30 p.m.) as "The Stingiest Man In Town," has been tape recorded for broadcast in Germany and Austria. Carrying the 30-minute program and featuring the score and commentary by composer Fred Spielman will be Rundfunk Im Amerikanischer Sektor (RIAS-Berlin), the Deutsche Rundfunk (Frankfurt, Munich, Stuttgart) and the Austrian State Network. The program, scheduled for Germany on Dec. 23 and for Austria on Dec. 24, is sponsored by U. S. Information Agency, parent of Voice of America.

WMBD Signs for Basketball

WMBD Peoria, Ill., has signed to broadcast all home and away basketball games of Bradley U. and the Peoria Caterpillars of the National Industrial Basketball League. The station has arranged for its sports director, Tom Kelly, to travel with the teams. The tour will take him as far South as Jacksonville, Fla., as far West as Denver, Colo., and North to Milwaukee. The Peoria Caterpillars will cover approximately 14,000 miles and the Bradley team will travel 5,000 miles, which means Mr. Kelly will travel a total of 19,000 miles within the next four months.

Explains Nielsen System

WBBM-TV Chicago was scheduled to train its cameras on A. C. Nielsen and the Audimeter utilized by his market research firm during its *This Is the Midwest* telecast yesterday (Sunday). Mr. Nielsen was to explain the Nielsen Radio-Television Index system and how survey samples are taken and results computed. Explanations and illustrations of a few market research techniques also were to be given. The program is a WBBM-TV production sponsored by the local Harris Trust & Savings Bank.

New Program Awards Miles

WTVJ (TV) Miami has introduced a new quiz program, *Take Off,* which awards miles instead of money. Contestants are strapped into the seat of a National Airlines plane for quizzing. The questions are based on topics taken from the weekend editions of Miami newspapers. Each correct answer gives the contestant a certain number of miles toward a destination he has chosen. Winners get all expense paid trips to the places they want to go and also receive other prizes.

WEMP, KFIZ Win Contest

TWO Wisconsin stations, WEMP Milwaukee and KFIZ Fond du Lac, were the winners of a contest to promote the broadcasts of Milwaukee Braves games sponsored by the Miller Brewing Co., and Clark Oil & Refining Co. WEMP won the prize in cities of more than 100,000 population and KFIZ in cities of less than 100,000. All stations carrying the Braves' games were invited to participate. Prizes were a three-day vacation for two which included meals and miscellaneous spending money of $50.

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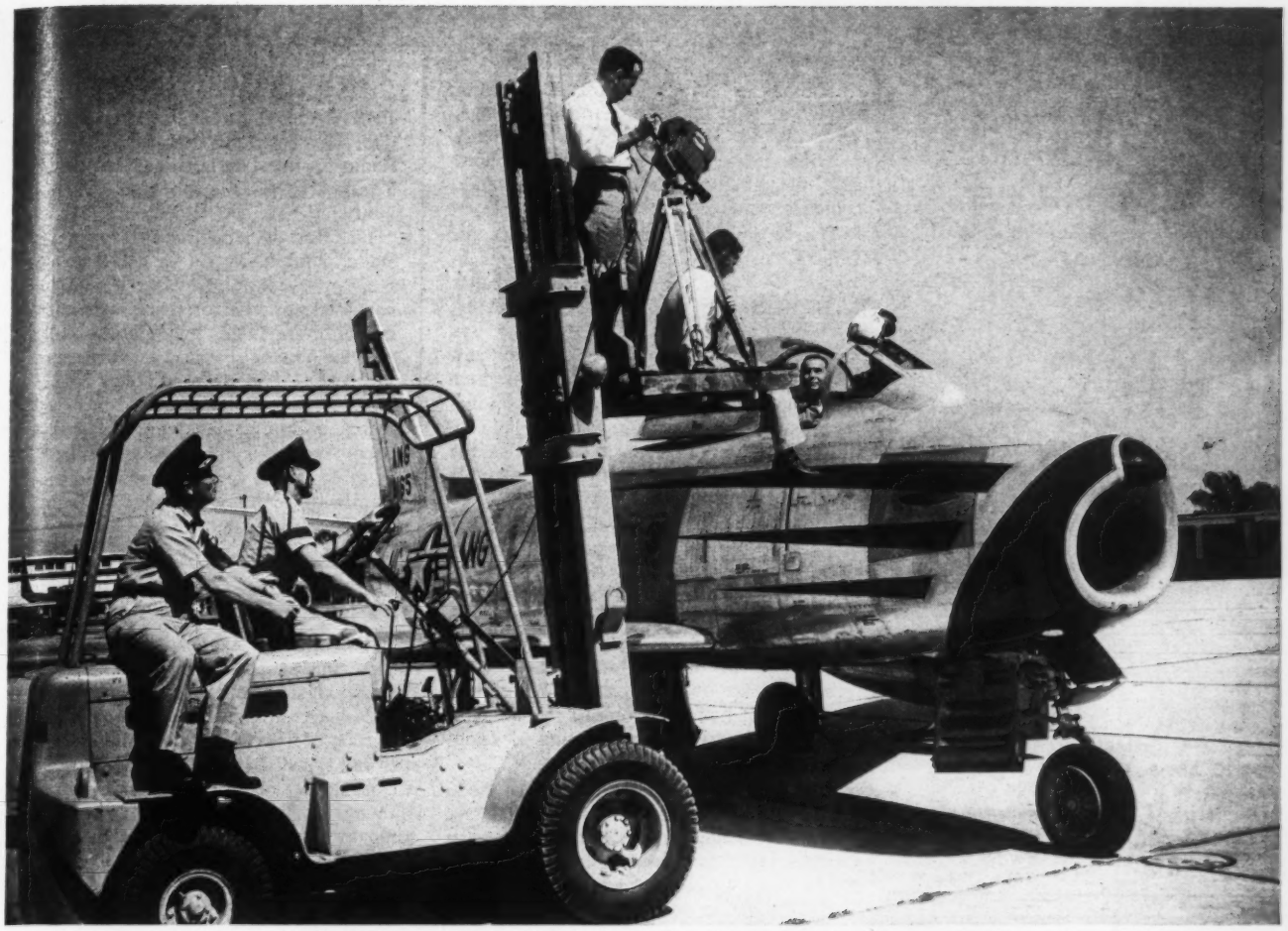
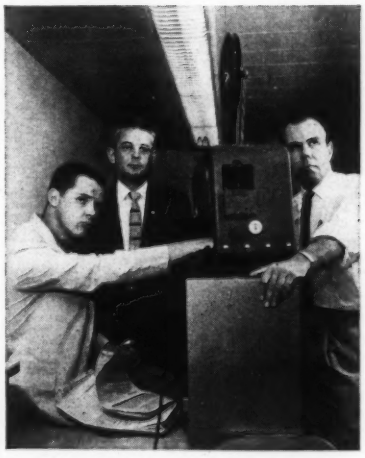


Pilot close-up with Earl H. Wells, Chief News Photographer, at the camera. Nelson Benton, News Editor, talks over the shot with Captain T. C. McNeil, Jr. (pilot), Commanding Officer of 156th Fighter Interceptor Squadron. At left, Major Robert W. Brooks, Maintenance Officer of N. C. Air National Guard, and Colonel William Payne, Commander of N. C. Air National Guard.

WBTV goes in close for prize-winning footage with Du Pont Motion Picture Film



Nelson Benton and Earl Wells look over some news footage with D. H. Billings, Du Pont Representative (center). Sharp, clear pictures are the rule with Du Pont film, and Mr. Wells states: "I'm sure we'll always be using it."

Du Pont film is an established favorite at WBTV, Charlotte, North Carolina—the largest TV station in the Carolinas. Their news cameramen have been using this film exclusively since 1954 when WBTV first turned to motion picture coverage. Cameraman Earl Wells, using Du Pont film, won first place in feature films, second and third place in news film in a recent Southern News Photographers' Contest.

"We can go just about anywhere and get good pictures with Du Pont films—indoors or out, day or night," says Television News Editor Nelson Benton. "We can rate Type 931 film as high as ASA 400 and Type 930 up to ASA 250 with satisfactory results." Mr. Benton also reports the station is using about 1,000 feet of Du Pont film daily.

Rapid processing is an important feature of Du Pont film. WBTV often processes 50-70 feet of film per minute at a temperature of 95°F. The station has been on the air with film 20 minutes after the actual news event. Why not take advantage of high-speed, easy-handling Du Pont films in *your* station? They'll give you the high-quality results you've always wanted.

FOR MORE INFORMATION, contact your nearest Du Pont Sales Office (listed below) or the Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

SALES OFFICES

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Dallas 7, Texas .....1628 Oak Lawn Avenue
Los Angeles 38, Calif. .....7051 Santa Monica Blvd.
New York 11, N. Y. .....248 West 18th Street
Wynnewood, Pa. .....308 East Lancaster Avenue
Export.....Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

One very small boy to companion, as they leave movies:

"I like tv better. It's not so far to the bathroom."

KGNC AM & TV
Amarillo
NBC • Reps: The Katz Agency

WIND JOINS WBC

★

Chicago's brightest music, news and service station

Chicago's highest-audience station!

Chicago's most-bought station!

NEXT MONTH

becomes an important part of:

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio—Boston, WBZ + WBZA; Pittsburgh, KDKA; Cleveland, KYW; Fort Wayne, WOWO; Chicago, WIND; Portland, KEX

Television—Boston, WBZ-TV; Pittsburgh, KDKA-TV; Cleveland, KYW-TV; San Francisco, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

Promotes MGM Feature Films

DURING its promotion for the Metro-Goldwyn-Mayer feature film package, WHCT (TV) Hartford, Conn., reportedly touched off such a heavy load of telephone calls that 10 extra trunk lines at the station could not handle the calls.

The promotion utilized the voice of "Pierre," described as "the popular Frenchman about town." The station reported that the telephone number was circulated by word-of-mouth-only, but the response was "so terrific" on Dec. 4 that the Southern New England Telephone Co. estimated there had been a possible 25,000 attempts to dial the number. Persons calling were invited by "Pierre" to tune in to the station's *The Big Show* and *Million Dollor Movie*, both of which are carrying the MGM films.

WLIB Covers Clinton Dispute

WLIB New York, which beams a sizable portion of its programming to the Negro audience, claimed "a beat" in its coverage on Dec. 4 of the Clinton (Tenn.) High School dispute over integration. The station contended it had been "ahead" of all New York news services in bringing developments to its listeners.

George W. Goodman, director of news and special events for WLIB, said that via "beep" recording in the homes of Negro citizens, the station broadcast various phases of the story before the wire services. Similarly, the station, by "beep" phone, obtained interviews with a member of the Clinton school board and the town's police chief, containing news that later was carried by the wire services, according to Mr. Goodman.

Carry Gruenther Award Ceremony

AWARD of the 1956 Laetare Medal by U. of Notre Dame to Gen. Alfred M. Gruenther, retiring Supreme Allied Commander of Europe, and other parts of a one-hour ceremony recently were simulcast by the university's WNDU and WNDU-TV. Gen. Gruenther accepted the award as the outstanding American Catholic layman of the year and delivered a major address. A congratulatory message from President Dwight Eisenhower also was included in the simulcast, described by Bernard C. Barth, vice president and general manager of the stations, as a public service presentation. Award was presented to Gen. Gruenther by Rev. Theodore M. Hesburgh, CSC, Notre Dame president.

WQXR Observes 20th Year

IN observance of its 20th anniversary, WQXR New York conducted a frequency range test for listeners over the station's *Adventures Sound* program (7:05-8 p.m. EST). Test tones or frequencies ranging from 30 cycles per second to 15,000 cycles per second were to be generated in WQXR's control room just as they were 20 years ago, when the station pioneered in "hi-fi" and was known as "The High Fidelity Station."

NEW FEATURES AT MET

THE LATEST in engineering practices has been put to use by ABC Radio in new installations in New York's famed Metropolitan Opera House.

Features include transistorized audio equipment on a permanent basis, new control panel, new amplifiers, racks of accessory equipment and transistor-amplified microphones, all of which reduced space requirements for ABC Radio by more than 25%. Twelve microphones are used in fixed locations and hidden from the audience. Another eight mikes are utilized in other rooms for interviews and intermission features. Estimated cost of installation: $13,000.

NBC Opera Completes Tour

THE NBC Opera Company has completed its first annual tour of 47 U. S. cities. On Dec. 8, when it performed Puccini's *Madame Butterfly* at Newark's Mosque Theatre, the group of 100 artists, directors and other staff had traveled 10,000 miles and given 54 performances of *Butterfly* and Mozart's *Marriage of Figaro*. The second tour for the company is now being planned by Judson, O'Neill & Judd, booking agents.

CBS to Carry Nehru Address

A SPECIAL radio-tv address to the U. S. public tomorrow (Tuesday) by India Prime Minister Nehru is to be carried on CBS Radio and CBS-TV, 11:15-11:30 p.m. EST, CBS reported last week. The broadcast is scheduled to originate from the Pan American Bldg. in Washington. CBS said the simulcast would be offered to other radio and tv networks on a pooled basis.

WERE Covers Farrell Signing

WERE Cleveland provided 40 affiliated stations with on-the-spot coverage of the announcement of Kerby Farrell as the new Cleveland Indians manager. A conference chain of telephones enabled the stations to carry the announcement as soon as it was made by the Indian management. Following the announcement, WERE Sportscaster Bob Neal interviewed Mr. Farrell and a cross section of the Cleveland Indian Baseball Co.

New Tv Stations . . .

ACTIONS BY FCC

Des Moines, Iowa—Independent School District of Des Moines, Iowa granted vhf ch. 11 (198-204 mc); ERP 14.1 kw vis., 8.52 kw aur.; ant. height above average terrain 270 ft., above ground 359 ft. Estimated construction cost $125,000, first year operating cost $25,000, no revenue. P. O. address % W. C. Findley, asst. supt. of schools, 629 Third St., Des Moines 9. Studio location 18th St. and Grand Ave., Des Moines. Trans. location 18th and Grand. Geographic coordinates 41° 35' 01" N. Lat., 93° 38' 28" W. Long. Trans. RCA, ant. Alford. Legal counsel Krieger & Jorgensen. Consulting engineer H. P. Andreasen, Des Moines. Station is for non-commercial, educational purposes. Announced Dec. 12.

Honolulu, Hawaii—Kaiser Hawaiian Village Television Inc. granted vhf ch. 13 (210-216 mc); ERP 12.97 kw vis., 7.76 kw aur.; ant. height above average terrain —40 ft., above ground 364 ft. Estimated construction cost $133,653, first year operating cost $116,000, revenue $125,000. P. O. address % William Marks, 1924 Broadway, Oakland 12, Calif. Studio and trans. location 2005 Kalia Rd., Honolulu. Geographic coordinates 21° 17' 5.8" N. Lat., 157° 50' 22" W. Long. Trans. and ant. RCA. Legal counsel Haley, Doty & Wollenberg. Consulting engineer Frank Fitch. Principals include **Henry J. Kaiser**, industrialist, president-75%, and **Hal Lewis**, executive vice president-25%. Mr. Lewis is owner of Hal Lewis Assoc., Honolulu (radio advertising) and disc jockey, **KGU Honolulu**. Mr. Kaiser and Mr. Lewis each owns 50% in applicant for Honolulu am. Announced Dec. 6.

APPLICATION AMENDED

Pekin, Ill.—Application of **Mid Illinois Television Co.** seeking new tv amended re stock and stockholders. Announced Dec. 10.

Existing Tv Stations . . .

ACTIONS BY FCC

KFEQ-TV St. Joseph, Mo.—Granted cp to change ERP to 100 kw vis., 50 kw aur., change type trans. and make minor equipment changes. Announced Dec. 11.

CALL LETTERS ASSIGNED

WPSD (TV) Paducah, Ky.—Paducah Newspapers Inc., ch. 6.

WPTT (TV) Augusta, Me.—Pine Tree Telecasting Corp., ch. 10.

Allocations . . .

ACTIONS BY FCC

FCC by reports and orders finalized rule-making and amended tv table of assignments as follows, effective Jan. 9:

Macon, Warner Robins, Ga.—Assigned ch. 13 to Macon by removing it from Warner Robins. This amendment does not affect current authorization for ch. 13 **WMAZ-TV Warner Robins**; if WMAZ-TV desires, it may file application to operate as Macon station.

Nashville, Old Hickory, Tenn.—Assigned ch. 5 to Nashville by removing it from Old Hickory. This amendment does not affect current authorization for ch. 5 **WLAC-TV Old Hickory**; if WLAC-TV desires, it may file application to operate as Nashville station.

Binghamton, Cortland, N. Y.—Assigned ch. 56 to Binghamton by deleting it from Cortland and substituting ch. 72 in latter city.

Baton Rouge, Jackson, La.—Assigned ch. 18 to Baton Rouge by deleting it from Jackson and substituting ch. 59 in latter city.

Lafayette, Lebanon, Ind.—Assigned ch. 18 to Lafayette by substituting ch. 79 for ch. 18 at Lebanon; proposal to shift ch. 59 from Lafayette to Lebanon was not adopted, and request of **WFAM-TV Lafayette** for show cause order to modify its authorization to specify operation in Lafayette on ch. 18 instead of ch. 59 was denied. Ch. 18 at Lafayette will be made available for application by all interested parties. Announced Dec. 6.

PETITIONS

WDAK-TV Columbus, Ga.—Requests amendment of Sec. 3.606 by instituting rule-making to delete ch. 4 from Columbus and to assign that channel to predominantly vhf area, such as Panama City, Fla., or Dothan, Ala. Petition also requests assignment of uhf ch. 62 to Columbus, or as alternates, shifting of ch. 44 from Eufaula, Ala. or ch. 50 from La Grange, Ga. to Columbus. Announced Dec. 7.

KBMT-TV Beaumont, Tex.—Requests amendment of Sec. 3.606 by instituting rule-making looking toward allocation of ch. 12 to Beaumont-

TYPE 120-D

NEMS-CLARKE

FIELD INTENSITY METER

LIGHT WEIGHT
DIRECT READING
SELF-CONTAINED

A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

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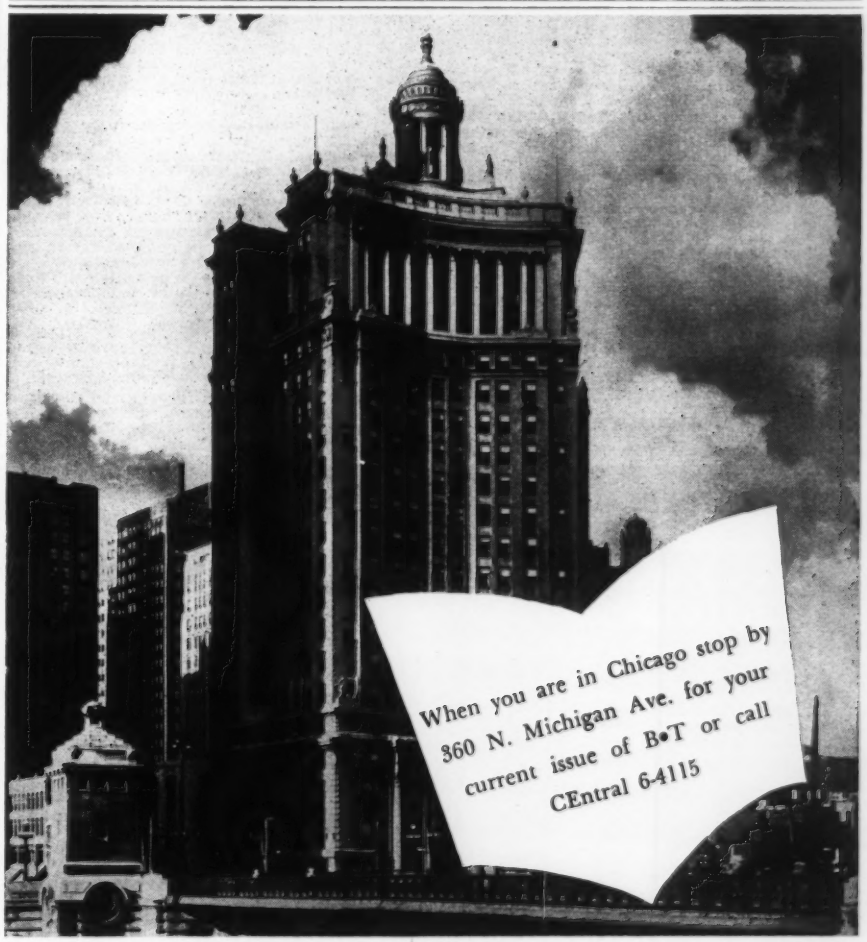

Port Arthur, Tex. Announced Dec. 7.

KMOS-TV Moscow, Idaho—Requests amendment of Sec. 3.606 looking toward reassignment of commercial vhf channel to Moscow, Idaho, by making following changes: (1) remove ch. 10, Pullman. Wash., from educational status and reassign same to Moscow; (2) remove ch. 12 from Coeur d'Alene, Idaho, and assign to Moscow; or (3) remove ch. 9 from Sandpoint, Idaho, and assign to Moscow. Announced Dec. 7.

Translators . . .

ACTIONS BY FCC

Tucumcari, N. M.—Triple "S" Tv & Radio Clinic granted ch. 80 to rebroadcast ch. 4 KGNC-TV Amarillo, Tex. Trans. output power 10 w, ERP to community 36 w. Estimated population to be served 11,000. P. O. address 307 E. Gaynell (Hwy. 66), Tucumcari. Estimated construction cost $5,169, first year operating cost $2,000. Announced Dec. 6.

Maupin, Ore.—Estel L. Stovall granted ch. 72 (818-824 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.** Trans. output 10 w, ERP to community 13.7 w. Estimated population to be served 626. P. O. address % Maupin Drug, Maupin. Estimated construction cost $4,855, first year operating cost $2,400. Announced Dec. 12.

APPLICATIONS

Independence, Calif.—Lions Club, ch. 76 (842-848 mc) to rebroadcast ch. 10 **KERO-TV Bakersfield, Calif.** Post office address % C. M. Christian, Box 165, Independence. Trans. output 10 w, ERP to community 64 w. Estimated population to be served 1,000. Estimated construction cost $5,000, first year operating cost $1,800. Announced Dec. 11.

Ignacio and Bayfield, Colo.—La Plata Electric Assn. Inc., ch. 74 (830-836 mc) to rebroadcast ch. 4 **KOB-TV Albuquerque, N. M.** Post office address % **George Granger**, Box 180 Durango, Colo. Trans. output 10 w, ERP to community 119 w. Estimated population to be served 3,000. Estimated construction cost $10,994, first year operating cost $1,580. Announced Dec. 10.

Ignacio and Bayfield, Colo.—La Plata Electric Assn. Inc., ch. 77 (848-854 mc) to rebroadcast ch. 7 **KOAT-TV Albuquerque, N. M.** Post office address, see above. Trans. output 19 w, ERP to community 119 w. Estimated population to be served 3,000. Estimated construction cost $4,270, first year operating cost $780. Announced Dec. 10.

New Am Stations . . .

ACTIONS BY FCC

Phoenix, Ariz.—Q Bcstg. Co. granted 740 kc, 1 kw DA-D. P. O. address % **Frank S. Barc Jr.**, 4631 E. Hubbell St., Phoenix. Estimated construction cost $10,994, first year operating cost $1,580, revenue $45,147. Principals are: Mr. Barc Jr. (pres.-50.2%), former station manager **KRUX Glendale, Ariz.**; Vice Pres. **Frank S. Barc Sr.** (8.3%), retired newspaperman; Treas. **Stanley Worlund** (8.3%), former salesman **KRUX**; Sec. **Katherine Boos** (16.6%), office manager, and Asst. Sec. **Carmon Myrick** (16.6%), electrical contractor. Announced Dec. 6.

Palmdale, Calif.—Palmdale Broadcasters granted 1470 kc, 1 kw D. P. O. address 4488 S. W. Council Crest Dr., Portland 1, Ore. Estimated construction cost $16.176, first year operating cost $36,000, revenue $43,000. Sole owner **Harold C. Singleton** owns **KRTV Hillsboro, Ore.**; vice pres., 52% stockholder of **KTEL Walla Walla, Wash.**, and is 14% stockholder of **KITI Chehalis, Wash.** Announced Dec. 6.

Cowan, Tenn.—Cumberland Bcstg. Co. granted 1440 kc, 1 kw D. P. O. address Box 466, Chattanooga, Tenn. Estimated construction cost $14,062, first year operating cost $30,000, revenue $36,000. Principals are equal partners **James F. Spencer**, engineer, **WCDT Winchester, Tenn.**; **Frank Pearson Jr.**, automobile dealer, and **Arthur D. Smith Jr.**, owner of **WMTS Murfreesboro, Tenn.** Announced Dec. 6.

St. George, Utah—St. George Bcstg. Co. granted 1450 kc, 250 w unl. P. O. address P. O. Box 569, Canoga Park, Calif. Estimated construction cost $13,660. first year operating cost $28,400, revenue $33,600. Sole owner **Jeanette B. Arment** is commercial artist. Announced Dec. 6.

Ripon, Wis.—Central Wisconsin Co. granted 1600 kc, 5 kw WA-D. P. O. address 735 N. Water St., Milwaukee, Wis. Estimated construction cost $54,356.33, first year operating cost $50,000, revenue $55,000. Principals include Pres. **Miriam B. Monroe** (6.25%), Vice Pres. **John F. Monroe Jr.** (31.25%), Sec. **Mary Ellen M. Schmitz** (31.25%), and **Margaret Joanne Monroe** (31.25%). Announced Dec. 6.

APPLICATIONS

Phoenix, Ariz.—Harold Lampel and Dawkins Espy d/b as Phoenix Bcstg. Co., 1490 kc, 250 w unl. Post Office address Box 933, Beverly Hills, Calif. Estimated construction cost $13,864, first year operating cost $50,000, revenue $60,000. Mr. Lampel is former partner in Paramount, Calif., wood products firm. Mr. Espy is consulting radio engineer, owner of electronic equipment firm, and manufacturer's representative firm, 50% owner of **KAIR Tucson, Ariz.**, 50% of applicant for Bakersfield, Calif., am and 50% of applicant for San Diego, Calif., am. Announced Dec. 10.

Phoenix, Ariz.—Geoffrey A. Lapping 1480 kc, 500 w D. Post Office address Box 182, Scottsdale, Ariz. Estimated construction cost $9,100, first year operating cost $16,000, revenue $30,000. Mr. Lapping is chief engineer **KPOK Scottsdale**, and owns 10% of Northern Ariz. Aircasters, am applicant for Prescott, Ariz. Announced Dec. 11.

San Diego, Calif.—George K. Otis and Dawkins Espy d/b as Mission Bcstg. Co., 1440 kc, 250 w unl. Post Office address Box 933, Beverly Hills, Calif. Estimated construction cost $8,000, first year operating cost $65,000, revenue $80,000. Mr. Otis is pres.-25% owner, Transval Engineering Corp., Culver City, Calif., electronic equipment mfr. See Phoenix, Ariz., am application for Mr. Espy's broadcast interests. Announced Dec. 10.

Syracuse, N. Y.—Clifford C. Harris, 1440 kc, 500 w D. Post Office address 1301 Longshore Ave., Philadelphia 11. Estimated construction cost $27,271, first year operating cost $68,980, revenue $78,350. Mr. Harris is chief engineer, **WIP-AM-FM Philadelphia**, and owner of marine radio sales-service firm, Phila. Announced Dec. 5.

Tacoma, Wash.—Adlai C. Ferguson Jr. and Robert E. Hall d/b as Ferguson & Hall, 1480 kc, 1 kw unl., DA-2. Post Office address % Mr. Ferguson, Box 262, Paris, Ill. Estimated construction cost $24,917, first year operating cost $66,444, revenue $70,000. Mr. Ferguson is pres.-gen. mgr.-91.24% owner, **WPRS-AM-FM Paris, Ill.** Mr. Hall is sales v.p., U. O. Colson Co., Paris. Announced Dec. 10.

Existing Am Stations . . .

ACTIONS BY FCC

KOB Albuquerque, N. M.—FCC addressed letter to KOB Albuquerque removing 445-ft. limit for east tower of DA system from specifications of memorandum opinion and order adopted Nov. 26. Limit was removed after Commission received recommendation of Airspace Panel approving 649-ft. tower proposed. Announced Dec. 12.

WJEH Gallipolis, Ohio—Granted change on 990 kc from 250 w D to 250 w, 1 kw (Canadian Restricted) D; permittee to accept any interference that may be received in event of grant of application of **Massillon Bcstg. Co.**, Massillon, Ohio.

Station Authorizations, Applications
(As Compiled by B • T)

December 6 through December 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. **DA**—directional antenna. **ERP**—effective radiated power. **vhf**—very high frequency. **uhf**—ultra high frequency. **ant.**—antenna. **aur.**—aural. **vis.**—visual. **kw**—kilowatts. **w**—watt. **mc**—megacycles. **D**—Day. **N**—night. **LS**—local sunset. **mod.**—modification. **trans.**—transmitter. **unl.**—unlimited hours. **kc**—kilocycles. **SCA**—subsidiary communications authorizations. **SSA**—special service authorization. **STA**—special temporary authorization.

Am-Fm Summary through Dec. 12

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,986	2,958	174	343	127
Fm	533	516	45	42	0

FCC Commercial Station Authorizations
As of November 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,954	515	246
Cps on air	33	13	265
Cps not on air	121	22	117
Total authorized	3,108	550	628
Applications in hearing	166	1	122
New station requests	288	7	55
New station bids in hearing	114	0	78
Facilities change requests	156	6	30
Total applications pending	896	79	359
Licenses deleted in November	0	2	0
Cps deleted in November	1	0	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Dec. 12

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	376	91	467[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	337	318	655[3]
Noncomm. Educational	25	21	46[3]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,045	337	815	566	1,382[4]
Noncomm. Educ.	63		36	27	63[4]
Total	1,108	337	851	593	1,445[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 702 already granted.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

for new am on 990 kc, 250 w DA-D. Announced Dec. 6.

CALL LETTERS ASSIGNED

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc. Changed from KGDM effective Jan. 1, 1957, in lieu of previous effective date of Feb. 1, 1957.

WDAT South Daytona, Fla.—Thomas Carr, 1590 kc.

WOIA Saline, Mich.—Saline Bcstg. Co., 1290 kc.

WNSL Laurel, Miss.—Voice of the New South, 1260 kc.

APPLICATIONS

WCMT Blytheville, Ark.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location. Announced Dec. 11.

WIOK Tampa, Fla.—Seeks cp to increase power from 1 kw to 5 kw, install DA-D and new trans. and make changes in ground system. Announced Dec. 10.

WCPC Houston, Miss.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Dec. 10.

WBFY Abingdon, Va.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Announced Dec. 11.

New Fm Stations . . .

ACTIONS BY FCC

Macon, Ga.—Macon Bcstg. Co. granted 96.9 mc, ERP 4.1 kw. P. O. address % A. Lowe, WNEX Macon. Macon Bcstg. is WNEX licensee. Announced Dec. 6.

Red Bank, N. J.—Frank H. Accorsi granted 100.3 mc ERP, 1.8 kw. P. O. address 157 Broad St., Red Bank. Estimated construction cost $1,500, first year operating cost $36,400, revenue $41,600. Mr. Accorsi is ⅓ partner, Aircast Productions, Red Bank. Announced Dec. 6.

Existing Fm Stations . . .

ACTIONS BY FCC

WHFI (FM) West Paterson, N. J.—Granted mod. of cp to change location to Newark, N. J.; ERP to 2.8 kw and ant. height to 420 ft. Announced Dec. 6.

CALL LETTERS ASSIGNED

KJML (FM) Sacramento, Calif.—Town & Country Bcstrs., 95.3 mc.

WAHR-FM Miami Beach, Fla.—Mercantile Bcstg. Co., 93.9 mc. Changed from WLRD (FM).

WFMX (FM) New York, N. Y.—General Bcstg. Corp., 105.3 mc.

APPLICATIONS

KWPM-FM West Plains, Mo.—Seeks cp to change frequency to 93.9 mc. Announced Dec. 10.

WFMX (FM) New York, N. Y.—Seeks mod of cp to change ERP to 15 kw and change ant. system. Announced Dec. 10.

KSEL-FM Lubbock, Tex.—Seeks mod. of cp to change frequency to 93.7 mc. Announced Dec. 10.

Ownership Changes . . .

ACTIONS BY FCC

WTAM Decatur, Ga.—Granted assignment of license and cp from Republic Bcstg. System Inc. to WTAM Inc. for $85,000. Republic is 100% owned by Emil J. Arnold, 49% owner, WALT Tampa, Fla.; 51%, WINN Louisville, Ky., and 50%, WMFJ Daytona Beach, Fla. Announced Dec. 6.

WINI Murphysboro, Ill.—Granted assignment of license from Cecil W. and Jane A. Roberts to Robert D. and Martha M. Rapp for $17,600. Rapps own KPEG Spokane, Wash., and have application pending for am in Kirkwood, Mo. Mrs. Rapp is Roberts' daughter. Announced Dec. 6.

KFBI Wichita, Kan.—Granted transfer of negative control from C. Howard Lane *et al* through sale of 50% to H & E Balaban Corp. and Harold S. and Leo M. Ledered for $102,000. Balaban firm owns Birmingham, Ala., ch. 46 cp; 50%, WTVO (TV) Rockford, Ill.; 50% WMCM (TV) Grand Rapids, Mich.; 50%, WICS (TV) Springfield, Ill.; and is applicant for WICS satellite in White Heath, Ill. Balabans and Lederers own WRIT Milwaukee. Announced Dec. 6.

WMPA Aberdeen, Miss.—Granted assignment of license from E. O. Roden, James E. Reese, W. I. Dove and G. A. Pribbenow d/b as Prairie Bcstg. Co. to Ray Tolar for $35,000. Announced Dec. 6.

KLOS Albuquerque, N. M.—Granted acquisition of positive control (52.5%) by Western Bcstg. Co. through purchase of stock from J. W. Sutherland and A. F. Riekeman for $2,000 and assumption of obligations. Equal owners of Western are Frank P. Redfield, pres.-gen. mgr. 25% owner, KIFN Phoenix, Ariz.; Edgar B. Pool, Dr. Henry J. J. Steffens Jr., and H. Walker Harrison, equal owners of KIFN. Announced Dec. 6.

WFCB Dunkirk, N. Y.—Granted transfer of control from A. A. Schmidt *et al* to James Bcstg. Co. which is buying 66% of stock for $51,102. James Bcstg. is licensee of WJTN-AM-FM Jamestown, N. Y. Announced Dec. 6.

WCHI Chillicothe, Ohio—Granted assignment of license from Glacus G. Merrill to Norman M. Glenn for $65,000. Mr. Glenn is general manager of WJWL Georgetown, Del. Announced Dec. 6.

WLMJ Jackson, Ohio—Granted assignment of license from WLMJ Inc. to Radio Jackson Inc. for $40,000. J. E. Willis, former vice president-general manager, WLAP-AM-FM Lexington, Ky., in 98% owner of Radio Jackson Inc. Announced Dec. 6.

KBWL Blackwell, Okla.—Granted acquisition of positive control by Dr. Forrest G. Conley through purchase of stock from E. N. Haynes for $4,000. Dr. Conley, present pres.-29.8% owner, will own 90%. Announced Dec. 6.

KRTV Hillsboro, Ore.—Granted assignment of license from Harold C. Singleton tr/as Tualatin Valley Bcstrs., to Tualatin Valley Bcstrs. Inc. Corporate change. No change in ownership. Announced Dec. 11.

KBRK Brookings, S. D.—Granted assignment of license from Louis Jack Dublon, Eugene J. Patek and Robert J. Reimers, co-partners d/b as Brookings Bcstg. Co. to Robert J. Reimers, Eugene J. Patek and Eider C. Stangland, co-partners d/b as Brookings Bcstg. Co. for $8,250. Mr. Stangland is former farm director, KSOO Sioux Falls, S. D. Announced Dec. 6.

WABV Abbeville, S. C.—Granted assignment of license from Mildred Allen and Edithe Mooneyham d/b as Abbeville Bcstg. Co. to J. A. Gallimore for $30,000. Mr. Gallimore and wife own WSNW Seneca, S. C.; WSSC Sumter, S. C.; 60% WBAW Barnwell, S. C.; 60% WLFA LaFayette, Ga., and 52%, The Journal Co., Seneca newspaper-printing firm. Announced Dec. 6.

WDOD-AM-FM Chattanooga, Tenn.—Granted acquisition of positive control by Earl W. Winger through purchase of 50% stock from Norman A. Thomas for $175,621. Mr. Winger will own 100%. Announced Dec. 11.

KTXN Austin, Tex.—Granted acquisition of positive control by Robert N. Pinkerton through purchase of 25% interest by Mr. Pinkerton and Edgar B. Pool from Elsie Moselle Stewart for $15,000. Mr. Pinkerton, present 50% owner, will own 66⅔% and Mr. Pool remainder. Announced Dec. 11.

KENN Kenedy-Karnes City, Tex.—Granted assignment of license from Charles W. Balthrope to The Camel Co. for $18,429. Mr. Balthrope will be president-96% owner. Announced Dec. 11.

APPLICATIONS

KROG Sonora, Calif.—Seeks assignment of license from Brewster E. Ferrel to Walter T. Eggers and George E. Johnstad for $30,000. Mr. Eggers is chief engineer of KROG and Mr. Johnstad mechanic, San Francisco water department. Announced Dec. 11.

KALI Pasadena, Calif.—Seeks transfer of control through sale of 100% by Henry Fritzen to Tele-Broadcasters Inc. for $297,536. Tele-Broadcasters (H. Scott Kiligore, pres.-77%) owns WKXL Concord, N. H.; WKXV Knoxville, Tenn.; WPOP Hartford, Conn., and KUDL Kansas City, Mo. and is applicant for license of WBBR Brooklyn, N. Y. Announced Dec. 5.

KTOO Henderson, Neb.—Seeks assignment of license from Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford to KTOO Inc. Mr. Harford is selling ⅓ interest in KTOO and KONE Henderson, Nev. (see next item), to Mr. Magowan and Mr. Jones for $107,500. Latter two will each own 40% of KTOO Inc. and Alfred L. Syphus and Roland B. Vaile will each own 10%. Announced Dec. 10.

KONE Reno, Nev.—Seeks assignment of license from Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford to Mr. Magowan and Mr. Jones, partnership. Mr. Harford will sell ⅓ interest in KTOO Henderson (see above) and KONE to latter two for $107,500. Announced Dec. 10.

KWRN Reno, Nev.—Seeks assignment of license from KWRN Inc. to Radioreno Inc. for $37,275. Equal partners in Radioreno are James F. Hadlock (pres.), owner of L. A. advertising agency and radio-tv production firm; William H. Welsh Jr., director of special events, KTTV (TV) Los Angeles, and Gerald A. Simmonds, KTTV account executive. Announced Dec. 11.

WBLR Batesburg, S. C.—Seeks assignment of license from James Olin Tice Jr. to Ridge Bcstg. Co. for $45,108. Mr. Tice retains 51% and Harry B. Clark and Marjorie R. Clark will buy 49% for $19,600. Mr. Tice, his father and Clarks own WJOT Lake City, S. C., and Mr. Tice owns controlling interest, WMYB Myrtle Beach, S. C. Announced Dec. 11.

Hearing Cases . . .

INITIAL DECISIONS

WSLA (TV) Selma, Ala.—Hearing Examiner H. Gifford Irion issued initial decision looking toward denial of application of Deep South Broadcasting Co. for modification of CP of ch. 8 WSLA (TV) Selma, to move its trans. site to location 50 mi. from Selma and 23 mi. from Montgomery, Ala., specify main studio site one-half mi. from city boundary of Selma, increase height of ant. from 387 ft. to 1,993 ft., and increase power from 2.51 kw to 316 kw (Docket 11371; BMPCT-2100). Announced Dec. 12.

Mount Kisco, N. Y.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Radio Mount Kisco Inc., for new am on 1310 kc, 1 kw, D, in Mount Kisco (Docket 11791; BP-10344). Announced Dec. 12.

WPRO-TV Providence, R. I.—Hearing Examiner Herbert Sharfman issued initial decision looking toward affirming grant of applications of Cherry and Webb Bcstg. Co. for a new tv station (WPRO-TV) to operate on ch. 12 in Providence, and for special temporary authorization (Docket 8737; BPCT-223). Channel 16 of Rhode Island Inc. (WNET (TV) Providence, ch. 16) is protestant in proceeding. Announced Dec. 11.

OTHER ACTIONS

WKNB-AM-TV New Britain, Conn.—FCC announced its order of Dec. 5 that initial decision on applications of New Britain Bcstg. Co. for mod. of cp of station WKNB-TV (ch. 30) and for transfer of control of WKNB-AM-TV from Julian Gross *et al*, to National Bcstg. Co. shall not become final pending further review by Commission (Dockets 11399-400; BMPCT-2787, BTC-1896). Announced Dec. 6.

ORAL ARGUMENTS SCHEDULED

FCC on Dec. 12 scheduled following proceedings for oral argument on Jan. 7, 1957:

Lebanon Bcstg. Co., *et al*, for transfer of control of ch. 15 WLBR-TV Lebanon, Pa., to Triangle Publications Inc. (Docket 11592; BTC-2020), and Manchester Bcstg. Co., Regional Bcstg. Co., and Brothers Bcstg. Corp., for new ams in Manchester, East Hartford and Hartford, Conn., respectively (Dockets 11424-6; BP-9176, 9399, 9631). Announced Dec. 12.

Routine Roundup . . .

December 6 Decisions

BROADCAST ACTIONS
By the Commission

KELE Phoenix, Ariz.—Granted SCA to render

supplemental service on multiplex basis.

WTOK Meridian, Miss.; WMOX Meridian, Miss.; Mississippi Bcstg. Co., Carthage, Miss.—Designated for consolidated hearing applications to change facilities of WTOK from 1450 kc, 250 w unl. to 1010 kc, 1 kw, 10 kw-LS, DA-2 unl.; WMOX from 1240 kc, 250 w unl. to 1010 kc, 1 kw, 10 kw-LS, DA-2 unl., and Mississippi for new am on 1010 kc, 5 kw, DA-D; engineering condition to be met in event of grant of application of WTOK or Mississippi Bcstg. Co.

KSLM Salem, Ore.—Designated for hearing application (BP-10272) to increase D power from 1 kw to 5 kw, continuing operation on 1390 kc, 1 kw-N unl.; made **KBCH Ocean Lake, Ore.**, party to proceeding; in event of grant, KSLM shall assume responsibility for installation and initial adjustment of any equipment that may be required to prevent reradiation by either KSLM or **KOCO Salem**, of cross modulation products produced by interaction of signals from the two stations.

WABC New York, N. Y.—FCC by memorandum opinion and order denied Nov. 23 letter by **American Bcstg.-Paramount Theatres Inc.** (WABC), which was treated as petition for reconsideration of Commission's Nov. 26 memorandum opinion and order directing **Albuquerque Bcstg. Co.** to take certain action to modify its temporary mode of operation of **KOB Albuquerque, N. M.**, to afford specified protection to WABC; reaffirmed Nov. 26 action.

Granted renewal of license of following stations: **KSYD Wichita Falls, Tex.; KFWB Hollywood, Calif.; KTHE Thermopolis, Wyo.; KTRB Modesto, Calif.**

WGMS Bethesda, Md.-WGMS-FM Washington, D. C.—Is being requested to advise Commission within one week as to its views on effect of lease agreement between **RKO Teleradio Pictures Inc.** and **The Good Music Station Inc.**, upon continuing control by latter over operation of WGMS-AM-FM during term of said lease. (Pursuant to Commission order of Nov. 21, WGMS and WGMS-FM were reassigned to The Good Music Station Inc., from RKO Teleradio Pictures Inc., pursuant to court order of Nov. 19.)

December 7 Decisions

ACTIONS ON MOTIONS

By Comr. John C. Doerfer

Arizona Television Co., Phoenix, Ariz.—Granted petition for one-day extension of time to file exceptions to initial decision re application of **KVAR (TV) Mesa, Ariz.**, for mod. of license to change main studio location to Phoenix; time extended to Dec. 6 (Docket 11760; BMLCT-33). Action Dec. 6.

By Hearing Examiner Jay A. Kyle

Orlando, Fla.—Upon oral request of **Orlando Radio & Television Bcstg. Corp.**, and with concurrence of all parties, ordered that prehearing conference scheduled for Dec. 7, is continued without date (Dockets 11856-7; BP-10339, 10671). Action Dec. 5.

By Hearing Examiner Elizabeth C. Smith

WCCO Minneapolis, Minn.—Granted petition for extension of time from Dec. 6 to Dec. 11, for filing of proposed findings of fact and conclusions and from Dec. 27 to Jan. 2, 1957, for filing replies thereto in proceeding on application of **WNYC New York, N. Y.**, for SSA and re petition of WCCO to cancel SSA (Docket 11227 BSSA-266). Action Dec. 5.

By Hearing Examiner Herbert Sharfman

WCBQ Sarasota, Fla.—Issued memorandum of rulings on pleadings filed in proceeding on applications of WCBQ for cp to replace expired cp and for mod. of cp. (1) Granted petition for order prohibiting taking of depositions, filed by **WSPB Sarasota**, without prejudice to applicant's giving appropriate notice of taking of depositions; and (2) denied without prejudice petition for removal of hearing from Washington, D. C. to Sarasota, filed by WSPB. (Dockets 11789-90; BP-10370, BMP-6920). Action Dec. 4.

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—Ordered that prehearing conference is scheduled for Dec. 12, in matter of application for assignment of license and cp of station WGMS and license of WGMS-FM (Docket 11821; BAPL-114, BALH-236). Action Dec. 4.

By Hearing Examiner Basil P. Cooper

Port Arthur, Tex.—Granted joint petition by **Port Arthur College, Smith Radio Co.** and **Jefferson Amusement Co.** for continuance of further hearing from Dec. 6 to Dec. 13, in ch. 4 proceeding, Port Arthur. (Dockets 10285, 10352, 10779; BPCT-839, 1013, 1440). Action Dec. 4.

By Hearing Examiner H. Gifford Irion

Willimantic, Conn.—Upon verbal request of applicants for one-day continuance of hearing in am proceeding (**Robert A. Mensel**, Willimantic, *et al*), ordered that hearing is continued from Dec. 4 to Dec. 5 (Dockets 11687-9; BP-10074, 10147, 10194). Action Dec. 4.

December 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Casper, Wyo.—By memorandum opinion and order, ordered that insofar as petition filed by **Donald Lewis Hathaway**, Casper, on Nov. 16, requests hearing examiner to enlarge issues in ch. 6 proceeding, Casper, such request is found to be premature and ruling is deferred; further ordered that petition insofar as it seeks to challenge financial and technical qualifications of **Casper Mountain Television Corp.** is referred to full Commission (Dockets 11854-5; BPCT-2105, 2130). Action Dec. 5.

By Hearing Examiner H. Gifford Irion

Capitol Bcstg. Co., Montgomery, Ala.—Granted motion to correct transcript in proceeding on application of **WSLA Selma, Ala.**, for mod. of cp, and on hearing examiner's own motion ordered that following correction be made: Page 3427, line 19: Change "Charlie" to "Charlotte". (Docket 11371; BMPCT-2100). Action Dec. 6.

Issued Memorandum Opinion and Order denying several pleadings relating generally to one of following matters: that portions of reply findings be stricken and that hearing examiner reopen record for purpose of hearing testimony or taking official notice of certain matters in proceeding on WSLA application. Action Dec. 7.

By Hearing Examiner J. D. Bond

Homestead, Fla.—Issued order after third hearing conference setting forth statements and provisions to extent of their applicability which shall govern conduct of the hearing on am applications of **South Dade Bcstg. Co.** and **J. M. Pace**, Homestead. (Dockets 11738-9; BP-10009, 10198). Action Dec. 7.

By Hearing Examiner Elizabeth C. Smith

KOBY San Francisco, Calif.—Granted motion of **Milton Stern Jr.** for continuance of prehearing conference from Dec. 10 to Jan. 4, 1957, in matter of consent to assignment of license of KEAR, now changed to KOBY, San Francisco to **Mid-America Bcstrs. Inc.** (Docket 11862; BAL-2369). Action Dec. 7.

December 10 Applications

ACCEPTED FOR FILING

Modification of Cp

WBRC-FM Birmingham, Ala.—Seeks mod. of cp (which authorized new fm) to extend completion date.

License to Cover Cp

WJAX-FM Jacksonville, Fla.—Seeks license to cover cp which authorized changes in licensed station.

WMBR-FM Jacksonville, Fla.—Seeks license to cover cp which authorized changes in licensed station.

WMUB (FM) Oxford, Ohio—Seeks license to cover cp which authorized changes in licensed noncommercial educational fm.

Renewal of License

KVAL-TV Eugene, Ore.; KOMO-TV Seattle, Wash.

December 11 Decisions

BROADCAST ACTIONS

By Broadcast Bureau

Actions of December 7

WRAP Norfolk, Va.—Granted cp to replace expired cp covering increase in D power, install new trans. and changes in DA-D pattern and mod. of cp to make changes in DA-D pattern.

WBBI Abingdon, Va.—Granted mod. of cp to change studio location and operate trans. by remote control; condition.

WORC Worcester, Mass.—Granted extension of completion date to 4-11-57; conditions.

Mutual Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to Station CKLW, stations owned and operated by the Canadian Bcstg. Corp., and stations licensed by Canadian Minister of Transport.

Following stations were granted authority to operate trans. by remote control: **KRIS Corpus Christi, Tex.; WCVI Connellsville, Pa.**

Actions of December 6

WPTV-AM-TV West Palm Beach, Fla.—Granted mod. of cps to change corporate name to **John H. Phipps Bcstg. Stations Inc.**

KWOS-FM Jefferson City, Mo.—Granted license covering changes in fm station.

KCBH (FM) Los Angeles, Calif.—Granted cp to change ERP of fm station to 75 kw and make changes in trans.

Actions of December 4

WNOP-TV Newport, Ky.—Granted cp to replace cp for tv station.

WTPA Harrisburg, Pa.—Granted cp to replace expired cp for tv station.

WJW-TV Cleveland, Ohio—Granted cp to make changes in ant. system.

KBMO Benson, Minn.—Granted mod. of cp to change type trans, change studio location and operate trans. by remote control.

KRNY Kearney, Nebr.—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control.

KONO-TV San Antonio, Tex.—Granted mod. of cp to install new trans., change type ant. and make other equipment changes.

Following were granted extensions of completion dates as shown: **KONK Shelton, Wash.** to 7-1-57; **WKVM San Juan, P. R.** to 2-25-57; **WCYB-TV Bristol, Va.** to 4-11-57; **KSEI-TV Pocatello, Idaho**, to 6-25-57; **WHBF-TV Rock Island, Ill.** to 6-21-57.

WGR Buffalo, N. Y.—Granted authority to operate main and auxiliary trans. by remote control while using non-DA.

Actions of December 3

KGW-TV Portland, Ore.—Granted STA to operate commercially on ch. 8 for period ending Jan. 15, 1957.

KCRA-TV Sacramento, Calif.—Granted license for tv station (ch. 3).

KCCC-TV Sacramento, Calif.—Granted license for tv station (ch. 40); ERP vis. 182 kw, aur. 95.5 kw.

KHSL-TV Chico, Calif.—Granted license for tv station (ch. 12) and to change studio location; ERP vis. 60.3 kw, aur. 36.3 kw.

KEYT (TV) Santa Barbara, Calif.—Granted license covering change studio location.

KSLV Monte Vista, KVOD Denver, both Colo.—Granted mod. of licenses to change name to **Colorado Radio Corp.**

WKIT Mineola, N. Y.—Granted mod. of license to change name to **WKIT Inc.**

December 11 Applications

Modification of Cp

WCHK Canton, Ga.—Seeks mod. of cp (which authorized new am) to extend completion date.

KRBI St. Peter, Minn.—Seeks mod. of cp (which authorized new am) to extend completion date.

WBFY Charlottesville, Va.—Seeks mod. of cp (which authorized new am) to extend completion date.

License to Cover Cp

WMRP Flint, Mich.—Seeks license to cover cp which authorized increase power and install new trans.

REMOTE CONTROL

WOOO Deland, Fla.; WCVI Connellsville, Pa.; KBKI Alice, Tex.; KRIS Corpus Christi, Tex.

RENEWAL OF LICENSE

KENI Anchorage, Alaska; KPAS Banning, Calif.; KIKI Honolulu, KIPA Hilo, KPOA Honolulu, KULA Honolulu, all Hawaii; KOMB Cottage Grove, KIHR Hood River, KMCM McMinnville, KGON Oregon City, KRNR Roseburg, KOCO West Salem, all Ore.; KBRC Mount Vernon, KWIE Kennewick-Richland-Pasco, KXLY Spokane, all Wash.

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RADIO

Help Wanted

Managerial

Wanted: Salesman-manager for Texas independent single station market. Must have proven sales ability and good references. Permanent position. Good money for right man. Box 659C, B•T.

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

North Dakota 250 watt independent station in small market needs an aggressive manager who can handle sales and keep expenses down. Good base salary plus percentage to the right man. Also an opportunity for purchase of stock with ownership possible to the right party. Call or write T. G. Barclay, or C. L. Melby, Hettinger, North Dakota.

Salesmen

Experienced radio salesman. Immediate opening—top station in Number 1 midwest market. Salary plus commission. Send full information, photo, and references to Box 660C, B•T.

Aggressive salesman with established agency contacts in New York wanted by group owning four top market stations. If you can make agency presentations that result in sales, your earnings will be unlimited. Write giving experience, details to Box 662C, B•T. All replies will be answered.

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Salesman, sales managers for Florida and Iowa radio stations. Unusual opportunity and future working for progressive, experienced radio people. Send resume, photo, references immediately. Box 704C, B•T.

Immediate opening for experienced salesman with ability to write good copy. Established 5000 watt fulltime independent, one station market, upper south. 15% commission and liberal draw. You will be given exclusive territory and take over present accounts bringing you over $6,000. Aggressive worker with ideas for small market radio can make $9,000 to $10,000. Chance to advance to sales manager and higher. Prefer married man, 25-35, from Virginia-Carolina area who wants to settle in small city. Send complete details, references, education, experience, present income, photo, and marital status in first letter. Box 728C, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Opportunity for experienced salesmen. Good market. Good deal. KFRO, Longview, Texas.

Salesman—account executive capable of using RAB material in selling and servicing local accounts. Contact Hal Vester, WFTC, Kinston, N. C.

Salesman . . . this close-knit organization demands high type representation. Dignity, honesty and respectability are essential. Commission against draw. Excellent opportunity for the right man. Send complete resume. No phone calls. Arch Shawd, WKBZ, Muskegon, Mich.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 557C, B•T. All tapes returned immediately.

Long established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Deejay and announcer-salesman. Aggressive organization that wants to make money. Hottest station in market. Beautiful resort area. Midwest. Box 691C, B•T.

One of nation's leading independents in city market of half-million needs outstanding young air salesman with enthusiasm and brightness. Comedy material, gimmicks accepted, but emphasis on audience service with fast-paced music-news-sports format. Top paying job for top personality. Send background, picture off-air audition. Box 699C, B•T.

AT ONCE! TV FILM SALESMEN

TV's fastest-growing film distributor wants additional salesmen for our syndicated film staff. Film, station, rep or agency sales experience, preferred. Plans call for immediate expansion of our sales departments in Chicago, Dallas, Atlanta and Los Angeles. Our company has the best record in the industry for acquiring outstanding diversified film product.

Send Full Details: AARON BECKWITH

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60 West 55th Street, New York, N. Y.

RADIO

Help Wanted—(Cont'd)

Announcers

Possible opening for one to three disc jockeys. Those interested send audition tape or disc and state expected remuneration. 5000 watt station in major Florida market. Address Box 714C, B•T.

Ashland, Ohio, independent: New ownership January first. Additional personnel needed: Program director, morning man, salesman. Box 718C, B•T.

Midwestern daytimer offers $350 per month for a 48 hour week. Minimum 2 years experience. Married men only. Send all details plus tape and references. Box 725C, B•T.

Immediate opening for announcers with minimum one year commercial experience. 5000 watt fulltime independent, upper south, small city, one station, emphasis on good programming, music, news, sports. Daytime work. 40 hour week, overtime pay, vacation, bonus, group insurance, excellent working conditions. Prefer married men, over 25, draft exempt, from middle Atlantic area. Send complete details, tape, photo, resume. State salary. Box 729C, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Need dependable staff man, strong on commercial and news. Immediate opening. Send resume, short tape and photo to Chuck Williams, Program Director, KWNO, Winona, Minnesota. Include salary required.

Wanted: Immediate opening for good, experienced announcer—no floaters—tape or personal interview required. 500 watter. Contact Greeley N. Hilton, Manager, WBUY, Lexington, North Carolina.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Announcer with experience. News and music man, but definitely one who is experienced. WICY, Malone, New York.

Announcer . . . must be ambitious; willing; and responsible. Stepping-stone for announcers going on to major markets. Send tape, snapshot and resume; also salary desired. J. L. Roach, WKEZ, Muskegon, Mich.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Experienced deejay needed now. Send tape, photo, resume to WMAN, Mansfield, Ohio.

Experienced combo man. Must be capable announcer and have knowledge of technical maintenance with first class ticket. Contact Bill Stewart, WPBC, Minneapolis, Minn.

Announcer—versatile, with respect for radio. Immediate opening at 500 watt daytime independent with a good market. Send tape, photo, resume and salary to WRMN, Elgin, Illinois.

Experienced? Hired! Sell tux. Phone WTAY, Robinson, Illinois.

We're expanding . . . top pay for hot shot personality DJ's preferably with show biz or musical background. Storz Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz—Kilpatrick Building, Omaha, Nebr.

Technical

Chief engineer with good maintenance ability for 250 watt Indiana station. Good working conditions. Good pay for right man. Send photo and full particulars. Box 667C, B•T.

Florida daytime needs combo first phone. Announcing and engineering equally important. Good pay for right man. Box 703C, B•T.

Engineer-announcer, 250 watt, 100 from New York. Good pay. Box 707C, B•T.

Needed immediately two first class engineers, top pay, good insurance plan and working conditions. Box 716C, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Chief Engineer, one kilowatt remote control daytime, outstanding living conditions, top salary, prefer family man. Call or write Walter Rubens, KJET, Beaumont, Texas.

First phone experienced engineer. Maintenance, construction, remotes. Leo Jylha, WBCM, Bay City, Michigan.

Need chief engineer-announcer for kilowatt daytimer . . . must be experienced . . . $90.00 weekly. WGVM, Greenville, Mississippi.

WTOC, 3 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted—chief engineer for combo work, daytime station, good pay and hours. Contact WTUS, Tuskegee, Ala. Immediately.

Immediate opening for first phone engineer with car, WWNR, Beckley, West Virginia.

Immediate opening, combination first class man with good announcing personality for new station, Anna, Illinois. Telephone or wire Pierce E. Lackey, 2-8231, Paducah, Kentucky.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Midwest 50,000 watt network affiliate seeks applications from highly qualified radio newsmen able to edit, rewrite and broadcast. Competitive auditions underway for a position in top-rated news department. Give full data in letter: Experience, salary expected and recent photo. Send tape. Write Box 690C, B•T.

Stable, independent operation in Indiana needs experienced continuity writer, either man or woman, capable of taking charge of department. Good pay. Professional atmosphere. Send resume and photo at once. Box 713C, B•T.

Newsman who can dig, write, local news. No crusader. Experience will help, though not essential if you like news. Opening December 20th. Phone, write or wire, KOEL, Oelwein, Iowa.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

Immediate opening for experienced night news editor, combined radio and television operation. Must write, edit, broadcast. Salary plus talent guarantee. Send tape, resume, picture to WROR, Box 4100, Albany, N. Y.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Situations Wanted

Managerial

Manager—excellent management and sales record. Employed same top regional affiliate. Finest local, agency and industry references. Confidential. Box 616C, B•T.

Manager/sales manager: Solid; experienced; genuine quality; successful administrative and sales reputation; industry known and acclaimed. A major market executive rated among the best. Ownership change necessitates new association negotiation. If you seek a capable and qualified executive I'd like to present my credentials. Box 636C, B•T.

Radio manager—14 successful years experience, all phases. Excellent sales know-how. Modern program formula. Desire permanent connection. Box 697C, B•T.

23 years manager, commercial manager, independent and network small market stations. Doubled business this station past year. Interested permanent relocation 1957. Moderate salary and profit sharing for stock purchase arrangement only. Southeast preferred. Native Virginian, 43, family, dependable. Confidential correspondence invited. Box 702C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Presently employed general manager, veteran in the industry, would like to make a change, preferably to the southwest, Texas. Am strong in sales and programming, in all phases of administrative duties. Non-drinker; married and have family; successful over 10 year period in present position, each month has been as good or better than the month before. Have developed good personnel for other stations, and that is the reason for a desired change. Don't want a million, yet won't work for peanuts. Am pioneer member, past president and board member of several industry organizations, including NARTB. Prefer personal interview. "Old in experience, young in age." Box 720C, B•T.

Management to head radio's fighting team of '57. Eight years experience: audience-sales promotion. Creative ideas to make your station number one! Competition welcomed. Good sales record. Ideas that pay off. Top references. Successful employee relations. Family man. Write Box 727C, B•T.

Announcers

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

Play-by-play announcer: Can do all major sports plus news and music, good commercial delivery, thoroughly trained, will give top-notch performance. Box 700C, B•T.

Sports director, presently employed southwest. Heavy play-by-play experience. Desires baseball, football and basketball work. Preferably with station handling minor league baseball. Air check on request. Box 705C, B•T.

Graduate of Don Martin Radio School on West Coast wants, 1st job, have 1st phone ticket! Box 706C, B•T.

Announcer-newsman. Five years experience. Excellent voice. Emphasis on DJ, and news. First phone. Tape. Box 708C, B•T.

High school graduate with some announcing experience would like permanent position in radio—willing to learn—willing to work. Box 709C, B•T.

Challenge me—4½ years radio Michigan, Nebraska all phases. Network voice, down-to-earth style. Money motives, modus operandi on request. Box 710C, B•T.

10 years experience; currently employed; good voice; good operation. Creative—can sell—reliable—morally straight—enjoy responsibility. Wish to locate near Ohio area. Box 719C, B•T.

Staff announcer with four years experience seeks position with Virginia, North Carolina or southern radio station. Steady, sober and conscientious. Settled family man. Have good references. Write or wire Box 723C, B•T.

Let's trade! My six years experience, resonant voice and unexcelled reliability for a permanent position on your friendly staff. In or near Michigan. Box 726C, B•T.

Announcer, light on experience, wants to learn good radio. No clock watcher. Willing to travel anywhere. Single. For tape and resume write. Box 732C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Presently employed, country music director. (12 hours daily) Have 5 hour show and board. Two years at current station. Unique style of adlib and delivery—plenty of punch and slang that will sell any market. Have my own complete record library. Experienced in television and all stage work. National recording artist. Veteran, 29, single, sober and reliable. Plenty good ideas. Evergreen 4-1612. Larry Dexter, WRHC, Jacksonville, Florida.

Announcer-news, copywriting, board operation—third ticket—car—single. Virginia boy. Thompson, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Top-flight country DJ with own library, restricted license. Sober, references. Available January 15th. Post Office Box 35, Nashville, Tennessee.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Programming-Production, Others

Newsman. Seven years radio and tv. Consider major tv newscasts or will head department. $125 minimum. Box 711C, B•T.

Writer—presently copywriter, experienced radio newswriter, (no air-work desired) also former newspaper reporter. 29, married, English major. Seeks opportunity—New York, eastern area preferred. Box 722C, B•T.

Commercial gal, top-rated writer-producer of commercials that sell! Also air work. Resume, audition tapes on request. Box 731C, B•T.

Male copywriter, 32, will exchange good copy for living wage . . . anywhere, car, three years experience, sample copy on request. Weeks notice. L. Greene, P. O. Box 37, Denison, Iowa.

TELEVISION

Help Wanted

Salesmen

Account executive, tv sales. Opportunity for experienced tv salesman who has record of permanency and can prove sales results. Our top salesman leaving January 1st to take Area Sales Managers job with film company and we hold his list intact as long as possible. Basic major network station in mid-Atlantic state. Stable, substantial market. Send complete details first letter. Box 693C, B•T.

Television salesman. Aggressive, dependable salesman needed, preferably with television experience. Individual with tv background other than selling will be considered. This local sales opening is an opportunity to advance in experience and income. Substantial billings already available, through takeover of current account list. CBS-TV network station, east, with new facilities in excellent market, include photograph and full details with reply. Box 694C, B•T.

(Continued on next page)

CONTINUITY AND TRAFFIC JOBS OPEN AT CALIFORNIA NETWORK TV

Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in TV traffic (Cardex System). Also need versatile, experienced, detail-minded continuity writer (man or woman). Send full details, all references, photo and samples first letter.

BOX 581C, B•T

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Wanted: Television time salesman who can also do some on-camera work. Excellent opportunity in most beautiful section of Texas. We want a man who is on the way up, and who wants to be a part of our area. Must have car and be willing to work. Write Richman Lewin, Vice President and General Manager, KTRE-TV, Channel 9, NBC-TV, Lufkin, Texas. (Prefer man from southwest but will consider others.)

Technical

Chief engineer to supervise construction and operation of low-power tv station in west. Box 692C, B•T.

Wanted—tv technician, college graduate preferred, FCC first class radio-telephone license required. Good starting salary with opportunity for advancement. State experience in letter. Vhf network affiliated maximum power station. Box 698C, B•T.

Florida vhf station has immediate opening for engineer. Car and first phone necessary. Contact Chief Engineer, WEAT-TV, P. O. Box 70, West Palm Beach, Fla.

Wanted engineer to work in tv. Experience not necessary. First class license required. Contact Chief Engineer, WINK-TV, Fort Myers, Florida.

Transmitter engineer for large vhf operation. Ideal situation for married couple without children or single man as living quarters at transmitter are available. We prefer man who will use these quarters but is not requisite. Rush resume and salary requirement to G. F. Sprague, Chief Engineer, WLOS-TV, Box 2150, Asheville, North Carolina.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Continuity and traffic jobs open at California network tv station. Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in tv traffic (cardex system). Also need versatile, experienced, detail minded continuity writer (man or woman). Send full details, all references, photo and samples first letter. Box 581C, B•T.

Tv station film supervisor, 6 years experience, wants opportunity to learn programming, management, production, ad agency, etc. B.A. degree. Box 650C, B•T.

Situations Wanted

Salesmen

Salesman, 9 years radio, 1 television. Good record and references. With present employer over five years. Want larger market. Box 969C, B•T.

Announcers

Experienced tv announcer, college graduate, looking for greater opportunity. Box 715C, B•T.

Technical

1st phone, desiring to learn studio and transmitter tv operation. Berkshire 7-6721—Walter Piasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

News director. Best background, top references. Would work as staff member. Not interested in small-time operation. Prefer northeast. Box 717C, B•T.

Three years teaching all phases television directing, seeking position as director at station with growth potential. Box 721C, B•T.

FOR SALE

Stations

For sale—1kw midwest independent daytimer located in heart of one of the richest agricultural regions in the nation. Outstanding record of earnings. Price: $120,000 cash includes real estate. Only bona fide inquiries will be answered. Will sell only to responsible, experienced broadcaster who will maintain station's excellent reputation or to investor who will provide sound management. Box 681C, B•T.

FOR SALE

Stations

Station for sale, 250 watt. Single station market, New England. Box 695C, B•T.

North Dakota fulltime 250 watt station for sale. Making money but full potential not yet realized. Single station market. Equipment three years old. The perfect position for a man and wife who want to make money in the radio business and still live in a good small community. Wire or write Hettinger Broadcasting Co., Hettinger, North Dakota.

Two profitable, single station markets in Kentucky-Tennessee area. Each priced under $100,000 and terms can be arranged for responsible parties. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Industrial metropolitan market station, priced within 1½ annual gross. Terms available to responsible parties. $30,000 will make down payment. Paul H. Chapman, 84 Peachtree, Atlanta.

Florida small market station with new equipment. $50,000 total—$15,000 down, balance 10 years. Paul H. Chapman, Company, 84 Peachtree, Atlanta.

Southwest. Quality southwestern AM and VHF stations now available. Written inquiries from qualified principals are invited. Ralph Erwin. Broker. Tulsa.

Texas. Big market near Big Dallas. Requires substantial down payment. Written inquiries from qualified principals are invited. Ralph Erwin. Broker. Tulsa. 1443 South Trenton.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

For Sale—one Radifon G 40 transmitter 500 watt. Phone, CW or MCW. 230 volts 50-60 cycles single phases. .525 to 2.1 mcs and 6.5 to 21 mcs. Suitable small broadcast or communications. Inquiries invited to Box 607C, B•T.

New tubes, five type 4-125 with new guarantee, $15.00 each or all for $60.00. Box 724C, B•T.

General Electric 250 watt am transmitter, type BT-20-A, model 4-BT-20-A1, with 2 sets of tubes, excellent condition, $1,200.00. Three crystals, thermocells, GE type, thermocell heater 6.3v AC, 50/60 cycle—two 1340kc, one 1460kc, $75.00 each. Collins 42E-5 tuning unit, 5kw, new, $300.00. Gates 250 watt type 44 box, $75.00. Box 730C, B•T.

For sale Western Electric model 353E-1 one kw transmitter with spare tubes. $750.00 full price. Ideal for auxiliary or Conelrad transmitter. KFAC, 5773 Wilshire Blvd., Los Angeles, California.

RA, 10 kw diplexer, channel 3. 2 RA harmonic filters, 10 kw for 60 to 72 mc. Hi-band conversion for RCA TT-5A transmitter. Contact John Gort, KDLO-TV, Garden City, S. D.

For sale—265 foot self-supporting Lehigh. Good condition. Heavy construction. Ideal for am, fm or tv tower. WKBC, North Wilkesboro, North Carolina.

260 ft. guyed, tubular-triangular tv tower for 6 bay high-band vhf antenna, including guy cables. Original cost $13,000.00 in 1953. On ground ready for shipment, price $3,000.00. Thomas B. Moseley, 6114 Northwood Road, Dallas 25, Texas.

New portable Presto 6N recorder, with microscope, Fairchild thermal stylus, 3 feed screws. Presto 90A console amplifier—sell for $1,500.00. Sound Recording Service, 580 Ponce de Leon, N.E., Atlanta, Ga.

WANTED TO BUY

Stations

Wanted to buy . . . radio station . . . successful manager with capital will purchase established station on Gulf Coast Texas, Louisiana, Alabama, Florida. No brokers please. Box 712C, B•T.

WANTED TO BUY

Stations

Station wanted. Texas, Colorado, Arkansas, Louisiana, Missouri, Oklahoma, Kansas. Ralph Erwin. Licensed Broker. 1443 South Trenton, Tulsa.

Stations wanted in Missouri. Ralph Erwin. Broker. 1443 South Trenton, Tulsa, Oklahoma. Private, discreet service.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted one fm transmitter capable of delivering 22.5 kw's to an RCA Pylon type antenna. Transmitter must readily remote controlled, stable, in good condition and fairly new. Write WGH, Radio, P. O. Box 98, Newport News, Virginia.

Wanted: Several two way mobile units, 6 and 12 volt, 35.70mc, or those that can be converted to this frequency, also condition, age, and make, price of units. Jess Tepner Chevrolet Co., Creighton, Nebraska, Box 47.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Managerial

WANTED: **Experienced, capable and imaginative man qualified to assume full role of commercial manager whose initiative will successfully handle this department. Someone seeking permanency and opportunity; no drifters. Position open for immediate placement. Write or phone Hugh J. Fite, Owner, WERH, Hamilton, Alabama. Day phone: Hamilton 5351; Night phone: Hamilton 3415.**

Technical

ENGINEERS
ENJOY THE ADVANTAGES OF A SMALL MIDWEST CITY

Immediate openings for Engineers with experience in any of the fields:

Audio
TV or High Frequency
AM Broadcast Transmitters
Communications
Mechanical
Standards—Numbering Systems
Technical Writing

Give your family a break. Get away from the traffic and rush. Advancement. Complete employee benefits.
Send details and photo to Personnel Director.

GATES RADIO COMPANY
Quincy, Illinois

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Copywriter

Immediate opening. Must be experienced in radio copy and traffic. Permanent, good pay and working conditions. Call or write Thereasa Rose at WBUD, Trenton, New Jersey.

Situations Wanted

Managerial

NEED A SHARPSHOOTER?

Recognizing that the safety of capital investment largely depends on competence at the station management level, am looking for opportunity to best utilize analytical and evaluative, strong sales, programming, public and personnel relations and other abilities as complete-charge manager. Station contemplating divorcement from network and interested in converting to music-news format could be interested in my 11 year Hollywood background, 25 years in the industry and a national reputation. Modest salary if there are other inducements.

Box 701C, B•T

Announcers

SPORTS ANNOUNCER

10 years major market experience. Audition tape or personal interview.

Box 652C, B•T

TELEVISION

Help Wanted

Salesmen

ACCOUNT EXECUTIVE

WAAM, Baltimore, Maryland, has an opening for television time salesman on salary plus commission basis. This is an excellent opportunity for a man with proven record of ability in local sales. Experience in radio or television sales a must. Please send complete resume, sales record and photo to

Pel Schmidt
Commercial Manager
Television Station WAAM
Baltimore, Maryland

TELEVISION

Help Wanted—(Cont'd)

Salesmen

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

FOR SALE

Equipment

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TF-4-A 20 KW High Channel VFH amplifier Available for immediate shipment.

Box 552C, B•T

FOR SALE

Equipment

FOR SALE

One 200 ft. IDECO 3-legged, self-supporting radio tower built to SSRT-1 specifications with wind loading of B-2. 72 ft. mast formerly carried a 6-bay FM antenna. In tip-top shape. To be sold standing. Shelbyville News, Shelbyville, Indiana.

INSTRUCTION

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IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
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Reservations Necessary All Classes
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Record Your Auditions at B.C.A.
We Know What Stations Want
Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.
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The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

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* Or job.

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- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
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- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Put on the Steam

DESPITE continued opposition by the U. S. Treasury, some headway apparently is being made in the attempt to kill excise taxes on all-channel television receivers.

The Treasury last week repeated to a House Ways and Means subcommittee its contentions that no taxes should be removed in 1957. But at the same hearing, the FCC took the opposite position. Supporting the earlier testimony of broadcasters and manufacturers and the recommendations of the Senate Commerce Committee, the FCC urged the removal of the all-channel set tax—to equalize the consumer price of all-channel and vhf-only sets and thus stimulate all-channel production.

At the conclusion of the hearings, the subcommittee chairman, Rep. Aime J. Forand (D-R. I.), said he felt the committee would disregard the Treasury's request for a complete hands-off policy on taxes and would recommend changes if they were believed wise.

While committee members are still of an open mind, they should be fully advised of the case for all-channel tax relief. All broadcasters and manufacturers should let their Congressmen know that uhf is essential to television's future and is in need of whatever immediate aid it can get.

A concerted educational campaign could persuade Congress to kill the tax and give uhf a desperately needed chance for survival.

Truth and Consequences

SINCE both began operations, we have supported the unofficial Radio Free Europe and the official Voice of America. It has been our view that the transmission of truth to Iron Curtain countries was a valid function of U. S. radio.

We have not changed that view.

But we believe that circumstances now dictate an investigation of both radio services. An investigation by a responsible, preferably non-partisan, Congressional committee is necessitated by recent charges that the broadcasts of RFE and the Voice incited the Hungarian revolts by falsely promising American aid to those who wished to overthrow their Communist masters.

If these charges had been made only by the Kremlin, they could be dismissed as another Soviet attempt to find a scapegoat for the Soviet's own failures.

But the same charges have been made by Hungarian refugees. Furthermore, responsible correspondents emerging from that stricken country have reported that many of the freedom fighters of Hungary believed they would receive American aid.

Already, at least one American politician has sought to make political capital out of this situation. Last week Sen. Richard Neuberger (D-Ore.) said U. S. propaganda had been "recklessly broadcast" and had fed "false hopes" to the Hungarians. Here was a U. S. Senator, speaking from a small town in Oregon—hardly the best listening post for diplomatic information—prejudging a case on the basis of news reports.

We may expect other politicians to issue similarly irresponsible judgments as long as the role of RFE and the Voice is described only in charge and counter-charge. What is needed is a thorough, objective, public hearing on the broadcasts which are now in dispute. The purposes and functions of both services should be fully explored.

It is our belief that such a hearing would show what we believe, from our own study of these services, to be their admirable record of carefully refraining from broadcasting anything but the truth.

We imagine a hearing would show that if a hope of American aid prevailed in Hungary it was generated not by misleading broadcasts from U. S. sources but by the wishful thinking of an unhappy people who had been goaded by their merciless overlords into the last acts of retribution.

But whatever its anticipated outcome, the hearing should be held.

And RFE and the Voice should continue their broadcasts to keep the subjugated informed of events outside their insulated countries. That these broadcasts have been effective, and should be continued, is clearly indicated by the efforts of the Communists to prevent their being heard.

Abbott Washburn, deputy director of USIA, which operates the VOA, came up with some interesting jamming statistics a few days ago, in an address before the Sigma Delta Chi convention in Louisville. He said that a scientific analysis by radio engineers shows that the Soviets and their satellites are spending $113,490,000 a year to jam our broadcasts, and that the Soviet Union alone is shelling out $68,000,000 a year, or four times the annual $17,000,000 cost of the VOA operations.

Perhaps these latest developments will prove the futility of jamming. The Polish jammers already have stopped. The Hungarian jamming ended with the rebellion. And besides, as Mr. Washburn pointed out, however effective jamming may be in some localities, the broadcasts still get through and get propagated, and thus force the Communists to make known certain developments to their people—even by way of rebuttal.

The purpose of RFE and the Voice has not been to incite Russia's satellites to futile rebellion but to counteract, at least to some extent, the distorted propaganda of the Soviet. Without alternative means of obtaining information, the peoples of the satellites would know only what the Kremlin wanted them to know.

To the extent that truthful information is distributed behind the Iron Curtain, to the same extent the Kremlin's power is weakened and its political education program made less effective.

These are facts which should be made clear to the U. S. public and to the world.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"A scoop, boss! I just filmed a big raid by the city vice squad!"

A Gift Worth Giving

NO OPERATOR of an educational tv station could ask for a nicer Christmas gift than that just announced by NBC—a $300,000 package of live tv programming, employing top-flight instructors and the best professional production techniques, which will be transmitted to all U. S. educational stations without charge during 1957, compliments of NBC.

Cynical critics—and broadcasting has never wanted for an ample supply of them—could point out that NBC's generosity is not completely free of the tinge of self interest. The three weekly half-hour educational programs will be telecast in afternoon time that does not conflict with NBC-TV's own regular commercial schedule, as NBC President Robert W. Sarnoff said in his announcement. And, as he neglected to mention, the educational telecasts will not interfere with the regular local program schedules of NBC-TV's regular affiliated stations.

Critics could also note that this gift to education will give NBC credit not only in heaven but at the FCC, where it is more pressingly needed, and perhaps among the Congressional committees which are showing such a keen interest in the activities of the tv networks.

But the holiday season is no time for cynics. And, whatever the motives behind it, no one can gainsay that the three 26-week courses which the educational stations are to receive are as rosy an apple as any teacher ever received.

NOW ON POWERFUL

50,000 WATT WBAL

YOU CAN BUY:
"FAN IN THE STANDS" (15 min. preceding "Warm-Up")
MINUTE (bet. "Fan in the Stands" and "Warm-Up")
"WARM-UP" (ten minutes)
MINUTE (bet. "Warm-Up" and "Game")
CO-SPONSORSHIP OF GAME SOLD
MINUTE (bet. Game and "Tenth Inning")
"TENTH INNING"
ORIOLES "NEST"
HOT STOVE CORNER
PAUL RICHARDS SPEAKS

Baseball will be bigger than ever this year! Every single Oriole Game will be broadcast on Maryland's BIG STATION—50,000 watt WBAL. Coverage will be far and wide all over Maryland and surrounding states, too. One-half of each game is being sponsored by Gunther Beer. You can get your product into each game —if you act at once! Call WBAL or any Christal office soon!

WBAL NBC **1090 ON YOUR DIAL • 50,000 WATTS**

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